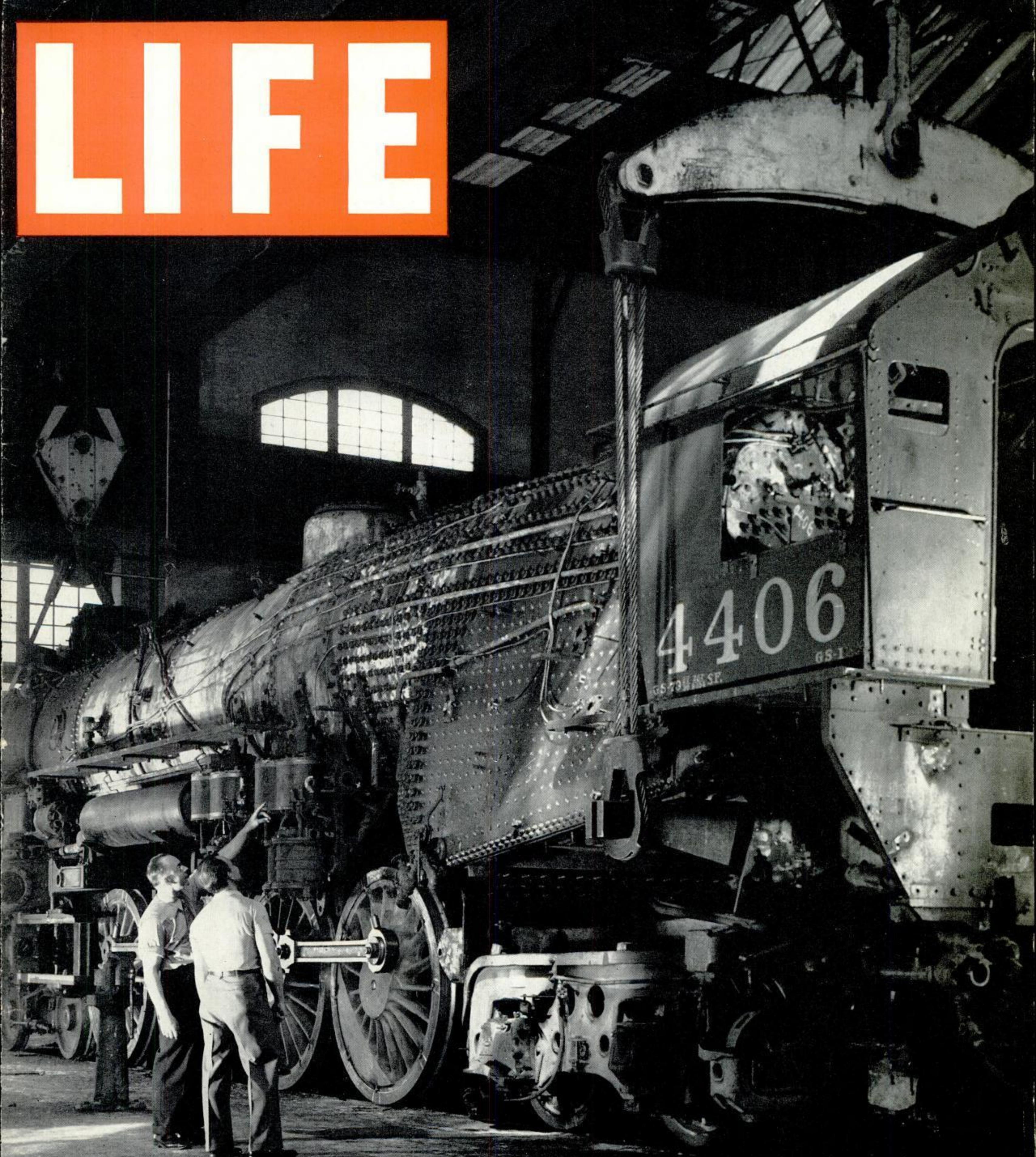


LIFE



BILLIONS OF DOLLARS & MILLIONS OF MEN

DECEMBER 13, 1937 **10** CENTS

QUICK HELP FOR

Holiday Shoppers



Come home to this delicious MEAL-IN-A-MINUTE
that almost prepares itself

When you're loaded down with holiday shopping take a holiday from the kitchen. Serve this easy-to-prepare Meal-in-a-Minute made from a famous "down east" recipe with Van Camp's Pork and Beans.

You'll look a long time before you find any dish so full of real satisfying goodness. The credit goes to luscious, tempting Van Camp's Pork and Beans with their delicious real tomato sauce. Hot or cold—no matter how or when you serve them—you can always *taste the difference* in Van Camp's.

Have you looked over your shelf of Van Camp's foods lately? Make sure you have plenty on hand when you want to serve a Meal-in-a-Minute. Dozens of tempting dishes can be quickly prepared from an assortment of Van Camp's table treats.

Today . . . give your grocer an order for Van Camp's. Grocers everywhere are featuring these famous foods at attractive prices. As you know, Van Camp's everyday prices are lower than most nationally known canned foods.



Van Camp's
Meal-in-a-Minute
for December

costs only 6¢ a serving

CAPE COD BEANS

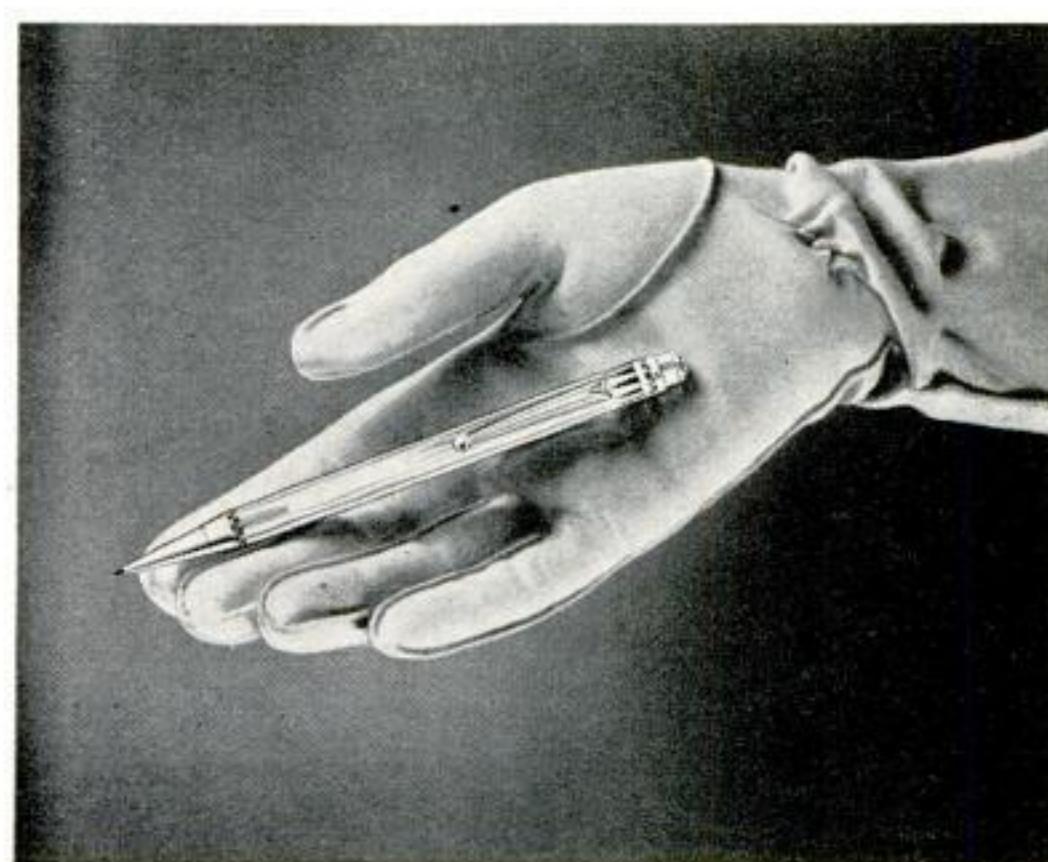
How to make it: (1) Fry 6 slices crisp bacon, diced. (2) Add 2 tablespoons chopped onion and cook slowly till tender. (3) Add 2 cups Van Camp's Pork and Beans, 2 cups sweet corn and 1 tablespoon molasses. Heat thoroughly. Serves 6.



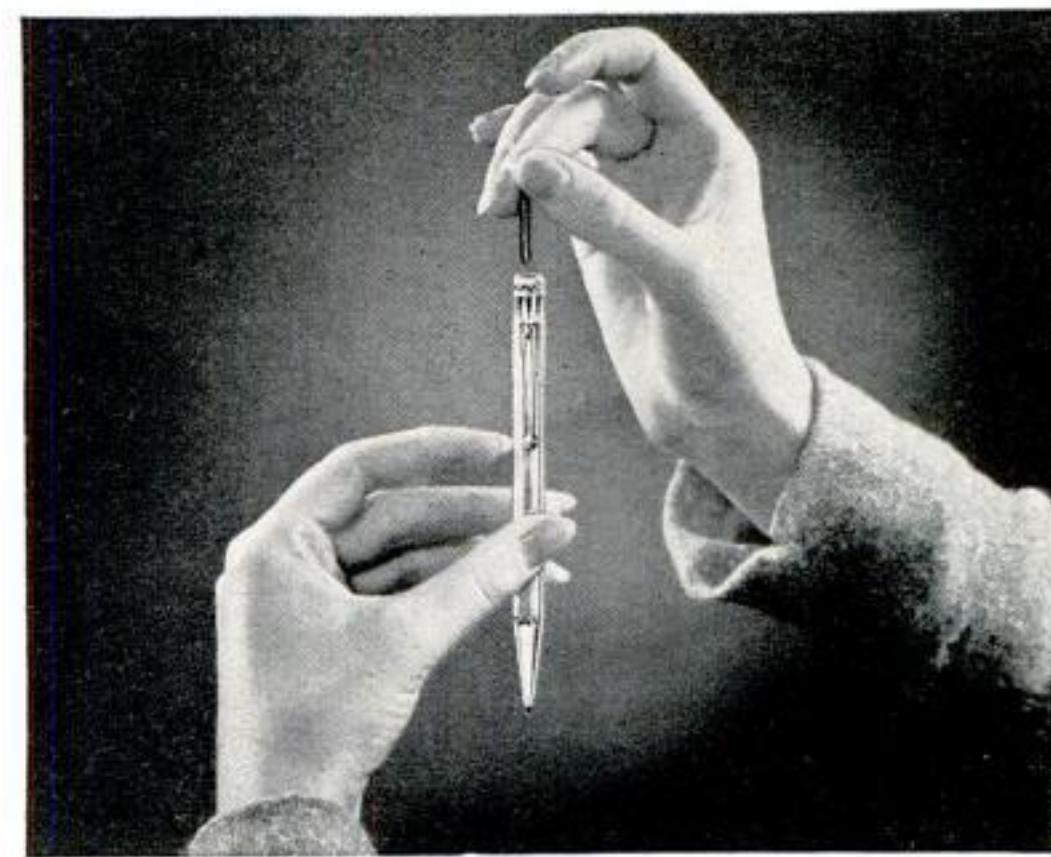
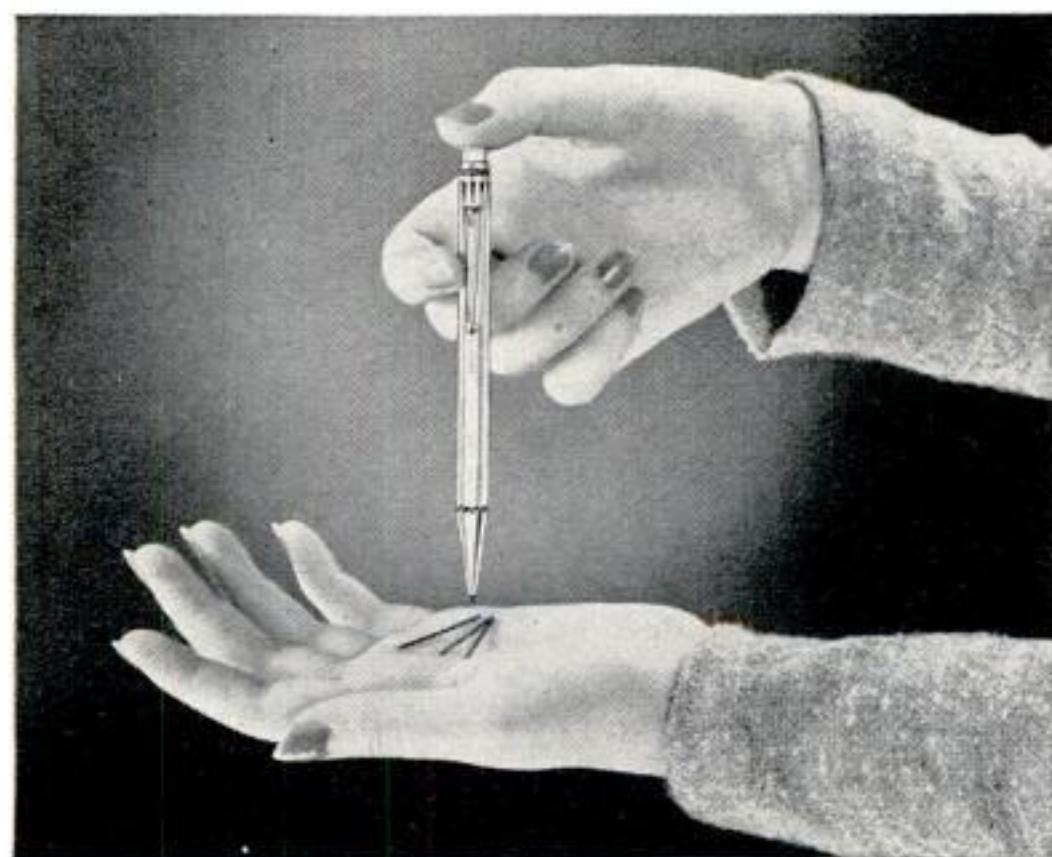
Try these Van Camp's table treats:
CHILI CON CARNE • CATSUP • VEGETABLE SOUP • TOMATO SOUP • CHILI SAUCE • SPAGHETTI

Let's do our CHRISTMAS SNOOPING early!

Let's do our Christmas snooping early!—Let's ask this elated-looking young lady what's in those two packages she's carrying! (Ah! . . . we discover that she has just solved two knotty gift problems with one brief shopping trip!)



She says it's permissible for us to peek—So in package No. 1, we find Eversharp's exquisite new pen and pencil gift set—a combination of gold-filled beauty and colorful pyralin—for only \$13.75 (the pen—\$10, matching Repeating Pencil—\$3.75). Or, she could have got the all-gold-filled set—for \$17.50. Both have Eversharp's *Safety Ink Shut-Off. Adjustable Point—50c extra.



"Look!" says the young lady—“You can sharpen this new Eversharp Repeating Pencil with your thumb!” Sure enough . . . you press the top and *click* a new point appears! When one lead is used, you don't have to refill this pencil—just press the top and a new lead takes the place of the one you have used!

Prices slightly higher in Canada

What! . . . Fill it only twice a year? That's all! Just lift the top of this new Eversharp Repeating Pencil and drop in enough leads for six months of writing! Well, well! . . . thanks for the tip, lady! We're going to the nearest Eversharp dealer's and solve some Christmas gift problems ourselves . . . *right now!* The Wahl Company, Chicago, U.S.A.

*U. S. PATENT APPLIED FOR

This One



J2A6-783-9CAA



THE HUMAN SYSTEM requires ample sleep. Yet many people are unable to get to sleep at night. Others find that their sleep doesn't *rest* them. The following facts are for such people.

If you want to get to Sleep easily and sleep better... *read this* —

NO one wants to spend half the night worrying about whether he's going to get to sleep or not. No one wants to wake up in the morning feeling all "washed out" and unready for the day.

Yet thousands of people are doing just that.

Many other thousands, on the contrary, have found that by taking a cup of Ovaltine at bedtime, they can get to sleep more readily. They have found that they sleep more *restfully*, too—and wake up more refreshed.

Ovaltine is not a drug. Not a narcotic. It does not "dope" you to sleep. It is a food.

It was developed in Switzerland over 40 years ago.* Originally, it was created as an aid to convalescents in regaining health, and is still widely used for that purpose. Later it was discovered by doctors that, when taken at bedtime, it also promoted restful sleep.

Today it is regarded as the world's favorite nightcap!

Helps to Relax You

Just consider these facts:—Ovaltine helps to relax you. It relieves that feeling of "inner tenseness." This enables you to loosen up. As a result, you can get to sleep more *easily*.

*Now made in U. S. A.



Thousands make it a rule to drink a cup of Ovaltine at bedtime. Quicker sleep, more restful sleep are the benefits which they report!

Yet it is a fine habit to adopt.

Just mix 3 or 4 teaspoonfuls in a cup of milk and drink it when you go to bed. It's a *pleasant* practice as well as a mighty beneficial one.

Get a can of Ovaltine at any grocery or drug store today!

Copr. 1937, The Wander Co.

A TYPICAL EXPERIENCE:—

The following experience is in many respects typical:—MRS. CLARENCE TALLMAN of Detroit, Mich., writes, "Every night I'd lie awake, unable to get to sleep. As a result, I'd feel cranky and restless . . . Then I read about Ovaltine in the papers. Decided to try it. I can't tell you how much it means to me. I never have a sleepless night now. Feel so much better in the morning."

LETTERS TO THE EDITORS

Who Began It?

Sirs:

The Nov. 15 issue of LIFE, page 104, contains the following statement: "Younger Japanese Army officers in North China, their income in smuggling and opium graft endangered, precipitated the July 7 'incident' and the war was on."

Would appreciate a word or two as to the source and authority for the above statement. Since it has been generally established that the firing began on the Chinese side, your statement obviously needs retraction or verification.

I. MISUMI

San Francisco, Calif.

• Both sides may be suspected of lying about who fired first. But who plotted the "incident of July 7" is established fairly clearly by the Institute of Pacific Relation's secretary-general, Edward C. Carter, in the November-December *International Affairs*. Last spring a Japanese Economic Mission to China persuaded the Japanese Government that trade with China would only improve if the North China garrison of the Japanese Army were reduced. To carry out this reduction, Lieut. Gen. Tashiro was supposedly given a list of extremist younger officers whom he was to weed out gradually. He promptly fell ill, though there are no grounds for assertions that his subordinates poisoned him. On July 6, prominent Japanese in Peiping canceled engagements and got to their posts, because they knew that "something" was about to happen. On July 7, with General Tashiro rapidly dying, his subordinates returned with the story that they had been fired on at the Marco Polo Bridge, that a Japanese soldier was missing and that they were counterattacking in force. In the days following, Japanese dispatches from Peiping described the lynching by Chinese mobs of Japanese women but Peiping was quiet. Not available yet are the names of the Japanese officers who may properly be charged with having started the war.—ED.

Big Magazine Reader

Sirs:

Being night foreman in a hosiery plant, and having occasion to pass through my employer's office, the writer would notice at different times a copy of LIFE magazine upon employer's desk.

After looking through a copy or so of your magazine, I became greatly interested in same. Being a big magazine reader, I buy lots of them each month but can truly say that LIFE has become tops with me just overnight. So I promptly tore out the subscription card in an issue and mailed in to your Chicago office. And without my mind changes greatly, I will never be without an issue in the future so long as I can get one.

There are many features in LIFE magazine that some other magazines do not have, one main feature being high-class advertising. I do lots of buying, being guided by advertisements in leading magazines.

H. L. LEE

Hildebran, N. C.

Toy Committee

Sirs:

As a member of the toy committee of the Women's International League for Peace and Freedom, we were gratified to

find a part of your issue of Nov. 15 given over to toys, with the information that less than one per cent are of a warlike nature.

It is our belief that the cause of peace may be served in some small measure by removing from the consciousness of our children those toys which manifest men's hatreds and substituting constructive ones and those depicting the happier ways of peace. There are so many fine things now that we will not miss the toy soldier and the gun.

GERTRUDE SMITH
Swarthmore, Pa.

Flunky

Sirs:

On page 118 of your Nov. 22 edition of LIFE, I notice a number of pictures taken of the International Casino here in New York. On the top left-hand corner of the page you have a picture of the escalator leading from the ground floor to the Cosmopolitan Café, showing one of our union captains at the top of the escalator. The picture is captioned: "Up this escalator you are carried to the Casino and the evening's fun. The flunky at the top directs you to the coatroom and the dining room."

Please be informed that the gentleman whose picture appears at the head of the escalator is a member of our organization for many years. You may also be informed that he is not a flunky but a captain. A captain is a very skilled position in a cabaret, restaurant or hotel. Not only should he know how to greet people cordially and direct them to their reserved tables, but he also knows all about the preparation of the different food items on the menu. He also happens to know all details about wines and liquors so that he will be in a position to make the necessary suggestions and answer all the questions of the patron.

It so happens that the man whose picture appears has quite a good reputation on Broadway not only as a captain but also as a manager. We certainly resent and protest having our union men and women called flunkies. We consider that an insult. They are skilled craftsmen in their particular trades.

WM. ALBERTSON
Secretary-Treasurer
Hotel and Restaurant Workers Union
Local No. 16
New York, N. Y.

• LIFE regrets its error in calling Captain Sidney Lane a flunky. Able Sidney Lane, now in his early thirties has worked his way up from bus boy to captain and headwaiter in many a first-class U. S. and European hotel. But LIFE does not agree that it is insulting to call any member of a restaurant workers' union a flunky. So long as there are Waldorf-Astoria and *Queen Marys* and International Casinos which boast Sybaritic service, so long will there be flunkies as well as captains.—ED.

Same Mistake

Sirs:

LIFE's Nov. 22, page 25 picture caption says: "Above, an American Export Liner lies in the roadstead off Jaffa, Palestine, unloading cargo into lighters. Like most of the comparatively prosperous Export Line's vessels, it was built at Hog Island sometime between 1917 and 1922." LIFE has made the same mistake that the editors of FORTUNE committed in their superb September issue, "U. S. Shipping." Truly, there is no doubt that the vessel is an Export Liner, but unless vastly reconditioned, it is not a "Hog Islander."

ROBERT W. BARKER
New York, N. Y.

GIFTS SHE'D ADORE


Sunbeam AUTOMATIC
MIXMASTER

THE BEST FOOD MIXER MADE

Compare Mixmaster with all other food mixers and you will know why women prefer it. Be sure the food mixer you buy is Mixmaster — there's only ONE Mixmaster. Does more things better.

Sunbeam DOUBLE AUTOMATIC
IRONMASTER


Heats faster... STAYSHOT-TER... does more ironing in Less time with Less effort. Start ironing in 30 seconds after you connect it. Weighs only 3 3/4 lbs., ends tired arms and wrists and you finish quicker.

Sunbeam SILENT
Automatic Toaster


... and here is the 2-slice FULLY automatic toaster that is SILENT... toasts every slice uniformly from first to last and keeps it hot until ready to butter and serve.

At all good dealers in electric appliances

LETTERS TO
THE EDITORS

(continued)

● Judging from letters received, hundreds of LIFE's readers know a Hog Islander when they see one.—ED.

Go Duck

Sirs:

Anent comrade Jeanne Frayley's outburst (LIFE, Nov. 29), though I realize you cannot carry on transcontinental feuds, kindly in some way convey to her my request that for her leaden-headed lack of appreciation of creative work; for her selfish stupidity in stating: "We have too much to worry about;" for her unimaginative reaction to scientific fantasy (a splendid combination, science and the arts collaborating); for her obvious reactionariness in dragging in the unfortunate clash of labor factions by the scruff of the neck; for her sappiness in supposing that an outfit so in minority as the Communist party can threaten that same grand liberty of hers that leaves her frightened at the threat of losing her job, health and hard-earned hard-headedness and bigotry occasioned for flights of whimsy; for all these things, please forward to her my tender request that she go duck her useless head where it will be least noticed—and leave it there.

STUYVESANT VAN VEEN
New York, N. Y.

Bridegroom to Bride

Sirs:

Well-merited was the succinct praise heaped on LIFE for strides made in one year in a new field. But not one word was mentioned about LIFE's topflight captions, which have "sold" many a prosaic picture.

The captions rate any reader's praise. They are informative, brief and colorfully written.

How many caption writers do you have? Is the work divided among them, or do all write captions for each photo with an editor culling the best lines from each one submitted?

As a caption writer, I know that the text under a picture is as important to the photo as a bridegroom is to a bride.

Tell us how you do it.

JAMES A. BISHOP
New York Mirror
New York, N. Y.

● For professional praise, all thanks. As for editorial system, LIFE has no caption-writers; all writers are Editors.—ED.

Preposterous

Sirs:

In mild rebuke of a magazine which prides itself on its accuracy, permit me to invite your attention to a preposterous mistake on page 77 of your current issue where, in your department Private Lives, you refer to the marital difficulties of one Charles Crocker. The photograph shown is of my good friend Templeton Crocker, scientist and explorer, who is now in the South Seas with Doctor William Beebe and is in no way concerned with the story you cite.

CHARLES G. NORRIS
Palo Alto, Calif.

● To Templeton Crocker, apologies. To famed Novelist Norris, thanks for a prompt correction.—ED.

Frank Chapman, baritone, and his wife, Gladys Swarthout, at home



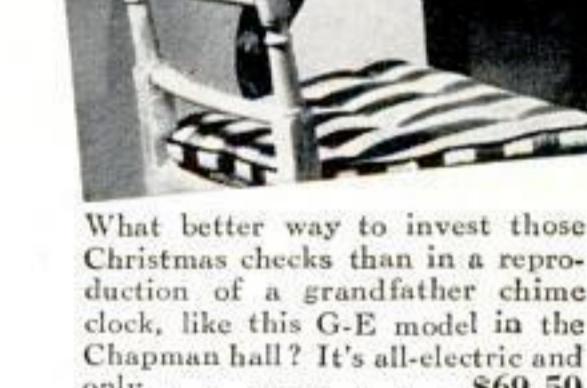
Why not follow Miss Swarthout's example and give this lovely, always accurate G-E flower clock to some charming young couple on your Christmas list? "The New Lotus" \$8.50

Gladys Swarthout

and **FRANK CHAPMAN**
Give Themselves G-E Clocks . . .



This lovely translucent G-E clock on Miss Swarthout's desk would delight any woman. And it has a most efficient alarm. "The Julep" \$4.95

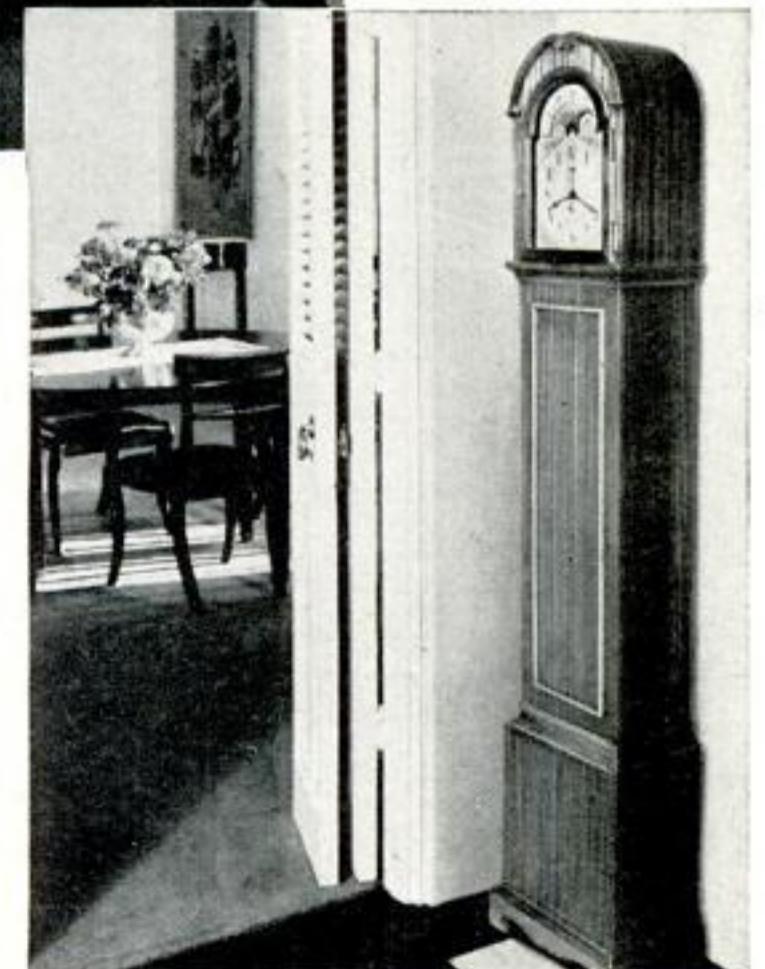


What better way to invest those Christmas checks than in a reproduction of a grandfather chime clock, like this G-E model in the Chapman hall? It's all-electric and only \$69.50



"The Sophist" . . . \$9.95

"Kitchen Hostess" \$4.95



Leading stores all over the country will help you say "Merry Christmas" with distinctive, beautifully designed G-E clocks. Look at them today . . . styled for every age, type of home or office interior.

GENERAL  **ELECTRIC**
Self-Starting Clocks

UP FROM THE RANKS

These are the presidents of the operating telephone companies of the Bell System. They all started at the bottom of the ladder.

The Bell System aims to keep the opportunity for advancement open to all.

One of its traditions is that its executives come up from the ranks. This has been true of the business for many years—and nowhere is it better illustrated than in the careers of the eighteen men who now serve as presidents of Bell telephone companies.

As a group they have put in 619 years of telephone service, an average of 34 years each.

BELL TELEPHONE SYSTEM



WALTER S. GIFFORD
President of the American Telephone and Telegraph Company. Started as a *clerk* with the Western Electric Company in 1904.



ARCHIBALD J. ALLEN
President of The Cincinnati and Suburban Bell Telephone Company. Started as a *service inspector* in Pittsburgh in 1907.



CHESTER I. BARNARD
President of the New Jersey Bell Telephone Company. Started with the Bell System as a *clerk* in Boston in 1909.



JAMES F. CARROLL
President of the Indiana Bell Telephone Company. Started his telephone career as a *traffic student* in Syracuse in 1906.



RANDOLPH EIDE
President of The Ohio Bell Telephone Company. First telephone job was as a *special inspector* in New York in 1911.



FLOYD O. HALE
President of the Illinois Bell Telephone Company. With the Bell System since 1903. Started in Pittsburgh as a *clerk*.



JAMES L. KILPATRICK

President of the New York Telephone Company. Started with Bell System as a *wireman* in Philadelphia in 1896.



HARRY C. KNIGHT

President of The Southern New England Telephone Company. Started with Bell System as a *canvassing agent* in New Haven in 1902.



ARTHUR A. LOWMAN

President of the Northwestern Bell Telephone Company. With the Bell System since 1894. Started in Clarinda, Ia., as *repairman*.



WILLIAM R. McGOVERN

President of the Wisconsin Telephone Company. First telephone job was in Milwaukee as a *draftsman* in 1900.



NED R. POWLEY

President of The Pacific Telephone and Telegraph Company. Started as *statistical clerk* in Boston, Massachusetts, in 1908.



FREDERICK H. REID

President of The Mountain States Telephone and Telegraph Company. Started as *collector* in Denver, Colorado, in 1902.



JOHN J. ROBINSON

President of the New England Telephone and Telegraph Company. Started as *cable splicer's helper* in New York in 1899.



ALBERT C. STANNARD

President of the Southwestern Bell Telephone Company. Started with Bell System as *night operator* in Springfield, Mass., in 1899.



PHILIP C. STAPLES

President of The Bell Telephone Company of Pennsylvania. Started with Bell System as *salesman* in Baltimore in 1904.



JAMES E. WARREN

President of the Southern Bell Telephone and Telegraph Company. Started in telephone business as *stenographer* in Nashville in 1900.



GEORGE M. WELCH

President of the Michigan Bell Telephone Company. With Bell System since 1904. Started in Minneapolis as *stenographer*.



LLOYD B. WILSON

President of The Chesapeake and Potomac Telephone Company. Started as *night operator* in Plattsburgh, Neb., in 1899.

PRESIDENTS OF BELL TELEPHONE COMPANIES AND THEIR FIRST JOBS

Company	Name	Date	Place of Start	First Pay	First Job
Amer. Tel. & Tel. Co.	Walter S. Gifford	1904	Chicago	\$10 week	Clerk, Payroll Dept.
New England Tel. & Tel. Co.	John J. Robinson	1899	New York City	\$9 week	Cable Splicer's Helper
Southern New England Tel. Co.	Harry C. Knight	1902	New Haven	\$19 week	Genl. Canvass, Agent
New York Tel. Co.	James L. Kilpatrick	1896	Philadelphia	\$10.50 week	Wireman
New Jersey Bell Tel. Co.	Chester I. Barnard	1909	Boston	\$50 month	Clerk
Bell Tel. Co. of Pa.	Philip C. Staples	1904	Baltimore	\$12 week	Salesman
Chesapeake & Potomac Tel. Co.	Lloyd B. Wilson	1899	Plattsburgh, Neb.	\$12 month	Night Operator
Southern Bell Tel. & Tel. Co.	James E. Warren	1900	Nashville, Tenn.	\$30 month	Stenographer
Ohio Bell Tel. Co.	Randolph Eide	1911	New York City	\$15 week	Special Inspector
Cincinnati & Suburban Bell Tel. Co.	Archibald J. Allen	1907	Pittsburgh	\$50 month	Service Inspector
Michigan Bell Tel. Co.	George M. Welch	1904	Minneapolis	\$15 week	Stenographer
Indiana Bell Tel. Co.	James F. Carroll	1906	Syracuse, N. Y.	\$12 week	Traffic Student
Wisconsin Tel. Co.	William R. McGovern	1900	Milwaukee	\$25 month	Draftsman
Illinois Bell Tel. Co.	Floyd O. Hale	1903	Pittsburgh	\$50 month	Clerk
Northwestern Bell Tel. Co.	Arthur A. Lowman	1894	Clarinda, Iowa	\$1 a day and board	Repairman
Southwestern Bell Tel. Co.	Albert C. Stannard	1899	Springfield, Mass.	\$25 month	Night Operator
Mountain States Tel. & Tel. Co.	Frederick H. Reid	1902	Denver	\$50 month	Collector
Pacific Tel. & Tel. Co.	Ned R. Powley	1908	Boston	\$50 month	Statistical Clerk



SPEAKING OF PICTURES . . .



Marie, Grand Duchess of Russia (left), has a stiff left thumb which is a sign of inborn pride and aloofness. But her right thumb is flexible, which is a sign of affability, showing that the Duchess has acquired the ability to adapt herself to the exigencies of the world. The drooping head line reveals sensitivity and a tendency toward despondency and self-pity.



William Allen White, editor of the Emporia *Gazette*, has square hands (right) which reveal a firm nature. The supple, widely flared thumbs indicate a disregard for convention which would lead to irresponsibility if it were not checked by the long, straight head line, token of common sense. The whorl under the end of the head line shows intuition. The long nail phalange (top joint) of the fourth finger indicates a gift of expression.



Walt Disney (see page 32) has double-jointed thumbs, dead giveaway of a liking for dramatic episodes. Square palms show tenacity of purpose which makes Disney a worker, not simply a dreamer. Long, heavy second finger reveals deep seriousness. The first phalange of his third finger is longer than the second, which should indicate a preference for black and white rather than color as a medium of expression.

. . . THESE ARE CELEBRATED PALMS



NELLIE SIMMONS MEIER

Although palmistry is 5,000 years old, it has survived the centuries with remarkable vitality. Today in the U. S., there are thousands of professional palmists whose earnings make up a good part of the estimated \$125,000,000 that Americans spend each year on fortunetelling. In Manhattan, a recent eruption of interest in palm reading has resulted in the appearance of lady palmists, like Julianne (right), in several high-priced restaurants.

Among palmists there is a small, serious group which eschews fortunetelling and prediction, sticks to character analysis.

In this group is Nellie Simmons Meier (left) whose *Lions' Paws*, a book of celebrated palms she has read, has recently been published by Barrows Mussey. Some of these hands are reproduced here along with Mrs. Meier's analyses. Mrs. Meier began reading palms as a girl because she felt she needed some talent to make her more attractive than other girls. She has read 20,000 palms, most interesting of which, she says, belonged to Esau II, a chimpanzee from the Belgian Congo.

Modern palmists study shape of hands and fingers, mounds at base of fingers, lines on palms, especially heart, head and life lines. Heart is uppermost of the two strong transverse lines. Under it the head line is met, under index finger, by the life line which goes down the hand to the wrist. The left hand reveals natural characteristics; right, acquired characteristics.

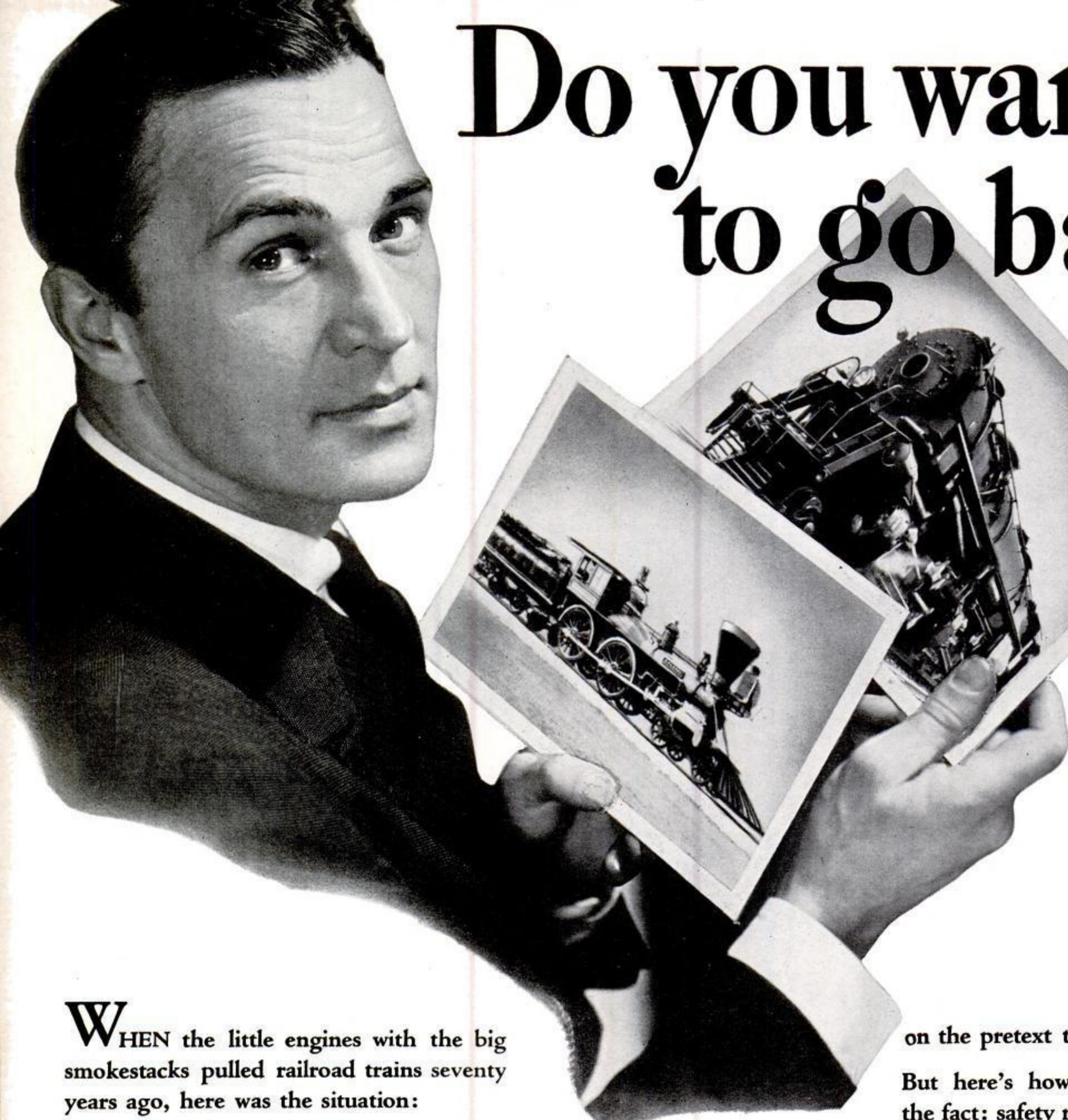


"You have a very unusual hand" begins Julianne who reads palms at Manhattan's Restaurant Larue. Julianne began the study of palmistry at the age of ten when her father told her to shut up and read the Sunday paper. In the paper, she read her first article on palmistry.



Bernarr Macfadden, publisher, has hands that are broad under the finger, sloping toward the wrists. This hand belongs invariably to the human-dynamo type of person. The high mound under the first finger shows love of approbation. The long first phalange of the fourth finger shows that Mr. Macfadden is never at a loss for words.

Do you want to go back?



WHEN the little engines with the big smokestacks pulled railroad trains seventy years ago, here was the situation:

Wages were low. Service and safety were far below modern standards. *And freight rates were three times as high as they are today!*

Long freight trains remedied that. Long trains are the very heart of modern service.

Long trains—pulled by modern engines—on modern tracks built with heavy rails—have brought today's fast freight service, higher wages for workers, greater safety for everybody.

And now there is a threat to deprive the public by law of much of the benefit of these improvements.

The TRAIN LIMIT BILL—passed by the United States Senate and waiting action by the House of Representatives—is aimed to make the railroads split up freight trains

on the pretext that it is a safety measure.

But here's how the theory squares with the fact: safety records show that accidents to employes have been *reduced by nearly three-fourths* in the very years that freight trains have been lengthened and speeded up to give better service.

What this bill really does is to force the railroads backward—backward in safety—backward in service—backward in efficiency—backward in economy.

What it does is to clamp down and smother the whole spirit of enterprise, invention and progress which are America's hope of better transportation in the years ahead.

Think it over. Do you want rail progress stopped? Do you want rail service to go back instead of ahead?

If not, better speak up now.

ASSOCIATION OF
AMERICAN RAILROADS

WASHINGTON, D. C.

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SPEAKING OF PICTURES (continued)

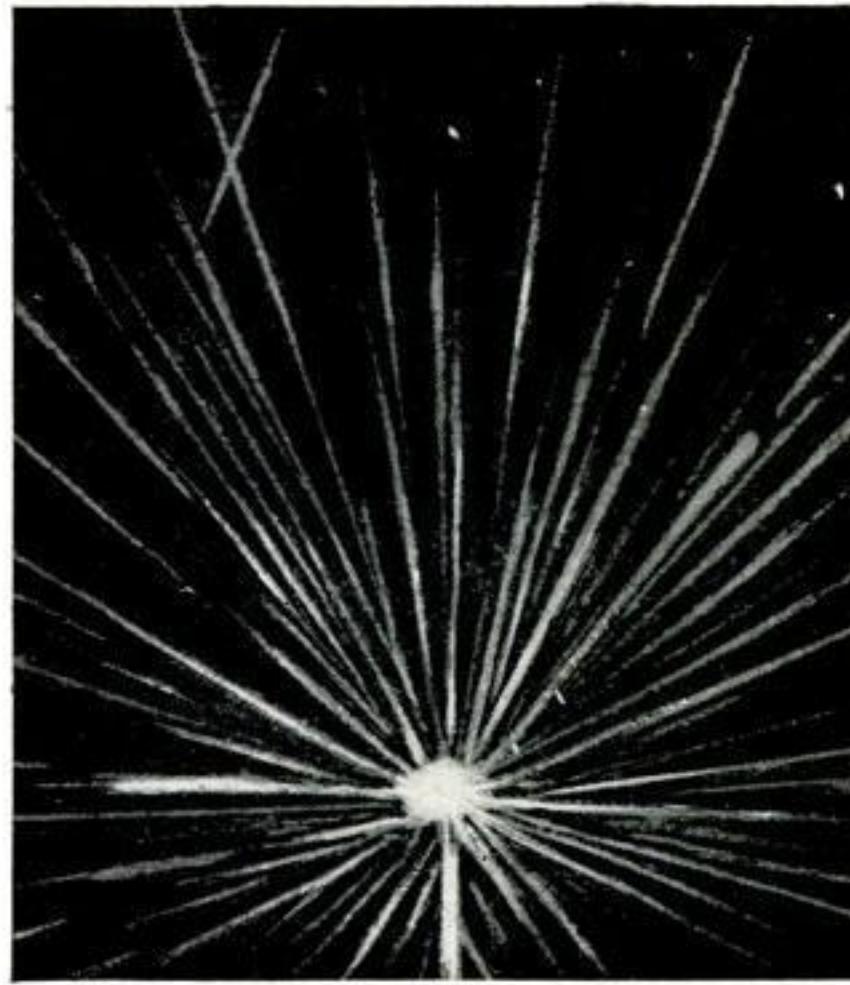


Alfred Lunt, famed actor, has stiff thumbs that go with strong will power. Running from the space between first and second fingers to the space between third and fourth fingers (and broken in the middle) is the "girdle of Venus." This line betokens warmth, tenderness and sympathy which must have some expressive outlet. The long index finger shows ambition and love of praise.

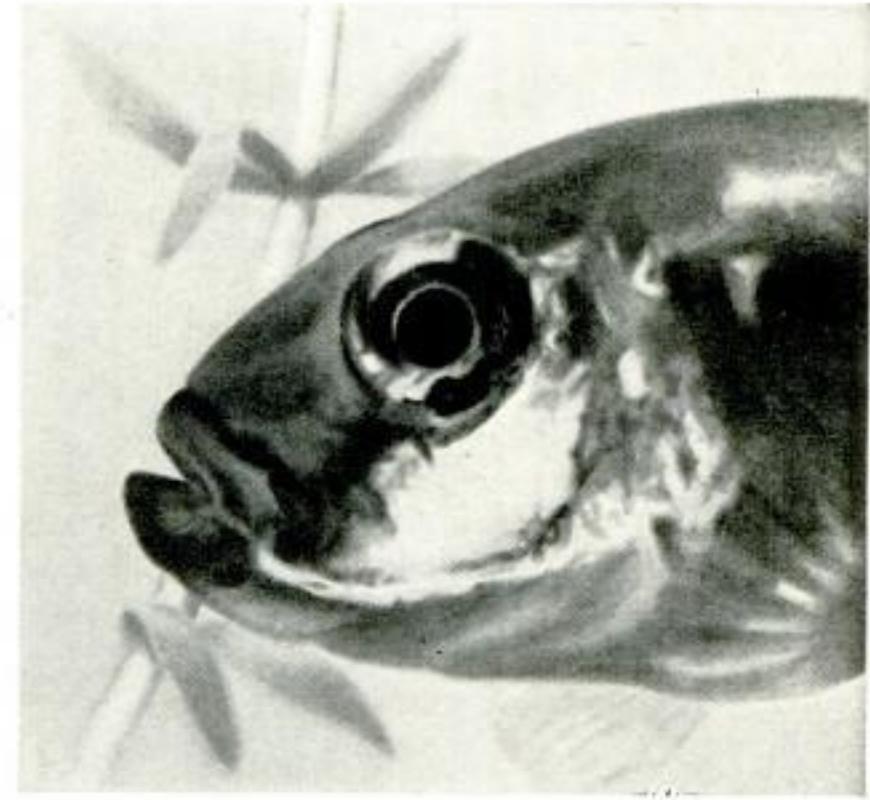


Lynn Fontanne, Alfred Lunt's famed actress-wife, has much more flexible thumbs than her husband, suggesting that her will power is less strong. Like her husband, she has the "girdle of Venus." In her left hand, the long line going down from the "line of alliance" underneath her little finger across the heart line shows that she is very dependent on another person.

GREAT BIG BEAUTIFUL WORLD



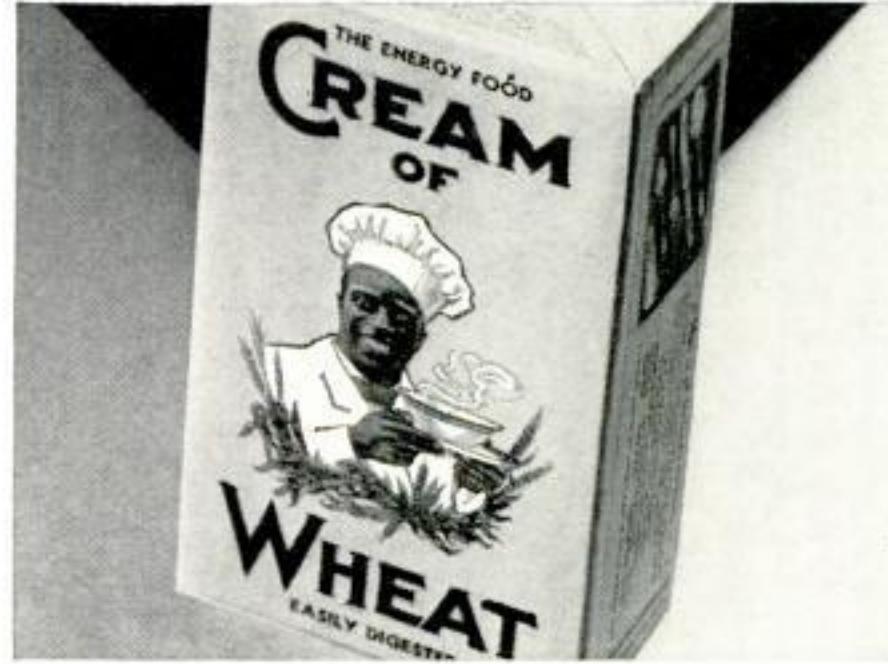
Energy! The camera records a miraculous manifestation of energy: a nitrogen atom *splitting* under terrific impact. But more miraculous to mothers is the terrific bodily energy *children* expend each day—which no camera can register. Youngsters burn up more, in proportion to weight, than grown-ups! That's why, at breakfast, when bodily energy is usually low, wise mothers "fuel up" their children with hot Cream of Wheat. Every easily digested granule of it is bursting with *quick food energy*.



Swell! The female of pretty little *Haplochromis strigigena* fools everyone by carrying her eggs in her mouth, of all places! To get away with this, her jaws must swell up to several times their natural size. That's nothing! Cream of Wheat swells up to 6 times its original volume when cooked. There are over 50 generous servings in the large package, at a cost of less than $\frac{1}{2}$ c a serving.



History! In the '90's the Supreme Court declared the income tax law unconstitutional . . . the President dubbed Cuban rebels "insurgents" . . . our diplomats passed notes to Great Britain over Venezuela. Most important blessed event (1895) was the birth of Cream of Wheat. 3½ million servings of this appetizing, nourishing hot cereal are now enjoyed *every day!* Cream of Wheat is a blend from the best selected hard wheats. It is heat-treated, purified, triple-sealed.



Here's Economy!

Over 50 servings in each large package, at a cost of less than $\frac{1}{2}$ c a serving.

Copr. 1937 by The Cream of Wheat Corporation



Most thrilling gift of all!



Lifetime Movie Camera! \$9⁹⁵

This Christmas make someone's dream come true by giving a movie camera! No other present can offer such a lifetime of happiness and enjoyment! And no other movie camera in the world can match UniveX value!

USES 60¢ FILM

At \$9.95 the UniveX Cine "8" is the only movie camera in the world under \$30 . . . the only one that uses the 60¢ UniveX film and takes theatre-quality movies at less cost than ordinary snapshots!

But not price alone has sold more UniveX movie cameras than those of all other makes

combined! Its dependable performance . . . ease of loading and operation . . . its compactness . . . have made the UniveX Cine "8" America's No. 1 movie camera! Why not decide now to make it your No. 1 Christmas gift?

DON'T DELAY!

Don't risk being disappointed. Because of the unprecedented demand, we suggest you see your dealer today, and place your order at once!

Universal Camera Corporation (World's Largest

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LIFE

Vol. 3, No. 24

December 13, 1937

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EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell.

PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Rex Hardy Jr., Bernard Hoffman, Thos. D. McAvoy, Carl M. Mydans, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, Francis E. Brennan, Alan Brown, David Cort, Mary Fraser, Andrew Heiskell, Geoffrey T. Hellman, Wilson Hicks, Dorothy Hoover, Joseph Kastner, Hubert Kay, Alexander King, A. K. Mills, Willard D. Morgan, Paul Peters, Howard K. Richmond, Maria Sermolino, Joseph J. Thorndike, Jr.

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THE NEW IMPERIAL attracts admiring thousands with smart new beauty...completely wins them with phenomenal performance.

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Beauty to match this magnificent power! Long, low, road-hugging beauty outside...smart, tailor-made styling within.

The roominess you've always wanted...made possible by the long 125-inch wheelbase...the skill of Chrysler body engineers. Better engineered...so it

rides better...on any kind of road. Airflow principle of springing and weight distribution...direct acting Aero Hydraulic Shock Absorbers...slow recoil springs.

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LIFE

Vol. 3, No. 24

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"THE \$5,000 DREAM HOUSE:" ROOSEVELT CALLS FOR 3,000,000 OF THEM

The house above is in no way extraordinary, which is why it is the most important kind of house in America right now. It is an attractive example of what architects class as the "\$5,000 house," though it might cost \$6,000 to build in New York and \$4,000 in Atlanta. This is the house which most mature Americans dream of owning some day, partly because it suits their taste and partly because it is the best they can hope to afford. On Nov. 29, President Roosevelt waved his wand to make those dreams come true for three or four million American families within the next five years.

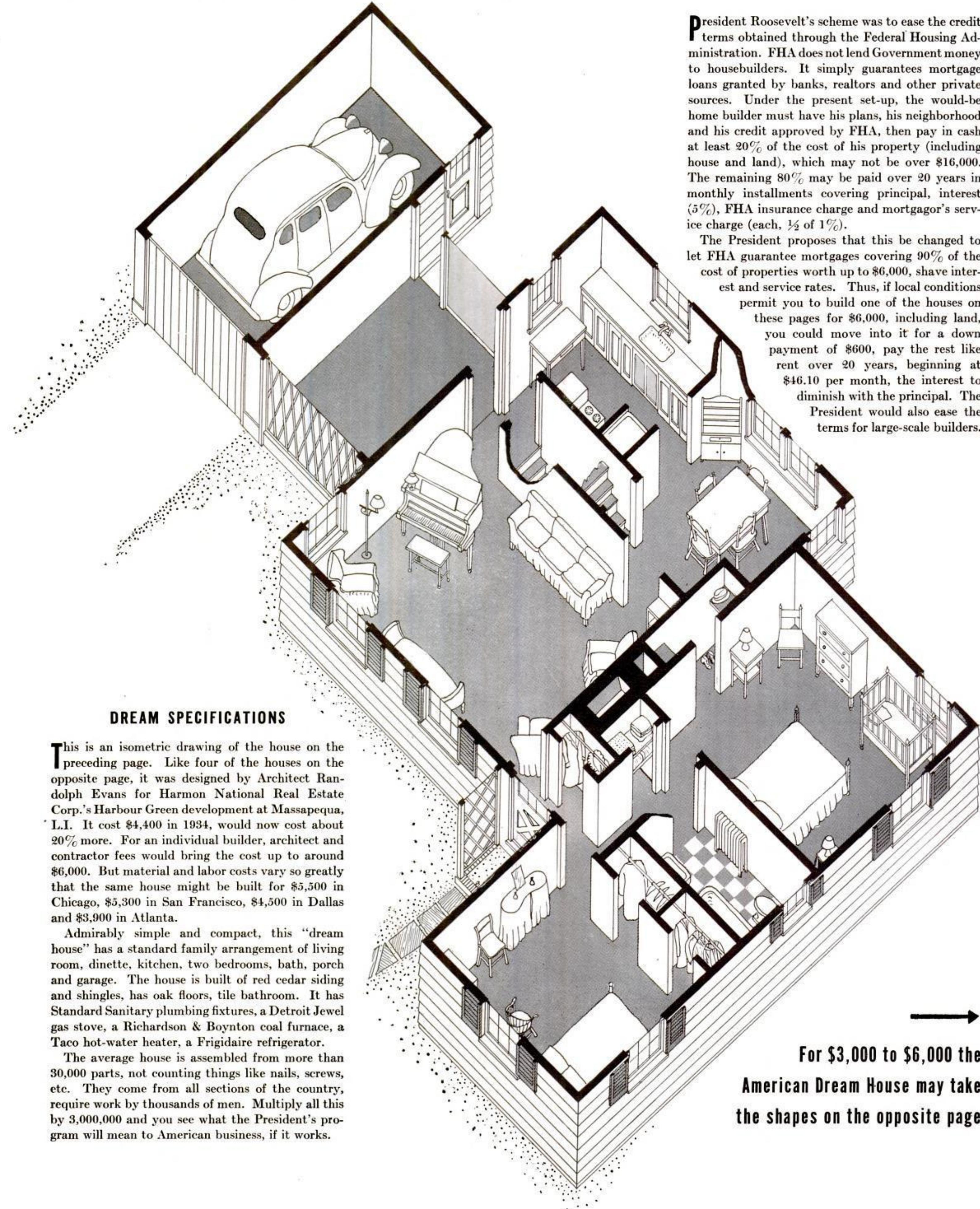
Americans now spend as much for radios as they do for building houses, and about \$2,000,000,000 a year more for automobiles. But it is not true that the home-owning urge is dying out in America. According to a recent *Architectural Forum* survey, four out of five middle-class Americans would like to have homes of their own. The reason they do not is that they can't, or think they can't, afford it.

At present, for most of them, that is true. During the Depression residential building came almost to a standstill. And when Recovery got under way, the men who produce the materials for houses and the laborers who build them ran their prices and wages up so high that in general it is cheaper to rent a house than to buy one.

Now that American business is suffering a new sinking spell, President Roosevelt hopes to revive it with three mighty stimulants. One of them is to mobilize \$12,000,000,000 to \$16,000,000,000 of private capital to build 600,000 to 800,000 small houses (and apartments) a year for the next five years. For this housing drive he knows that costs must come down.

In his message to Congress, the President could only express a pious hope that building producers and laborers would lower their prices. But one of the main obstacles to housebuilding is the cost of financing, and this the President declared that the Government could and should do something about.

PRESIDENT OFFERS THESE HOUSES FOR A FEW HUNDRED DOWN AND 20 YEARS TO PAY





\$3,000 in the New York City area will build this simple cottage. Designed for maximum comfort at minimum cost, it has a living room, a kitchen, two bedrooms and a bathroom.



\$6,000 in New York area will build this two-story Dutch colonial house designed by Benjamin Driesler. It has three bedrooms upstairs, a laundry and game room in the basement.



\$4,150 (plus architect and contractor fees) in Alexandria, Va., will build this modern cinder block house. A second-story addition is planned by Owner-Architect A. K. N. Waterval.



\$5,000 in Tulsa, Okla., will build this whitewashed brick house, also designed by an architect, Leon Schroeder, for himself. Notably compact, it has two bedrooms and a nursery.



\$6,000 is the cost of this Southern colonial around expensive New York. It is less spacious than other 5-room houses because a considerable part of the cost went into the portico.



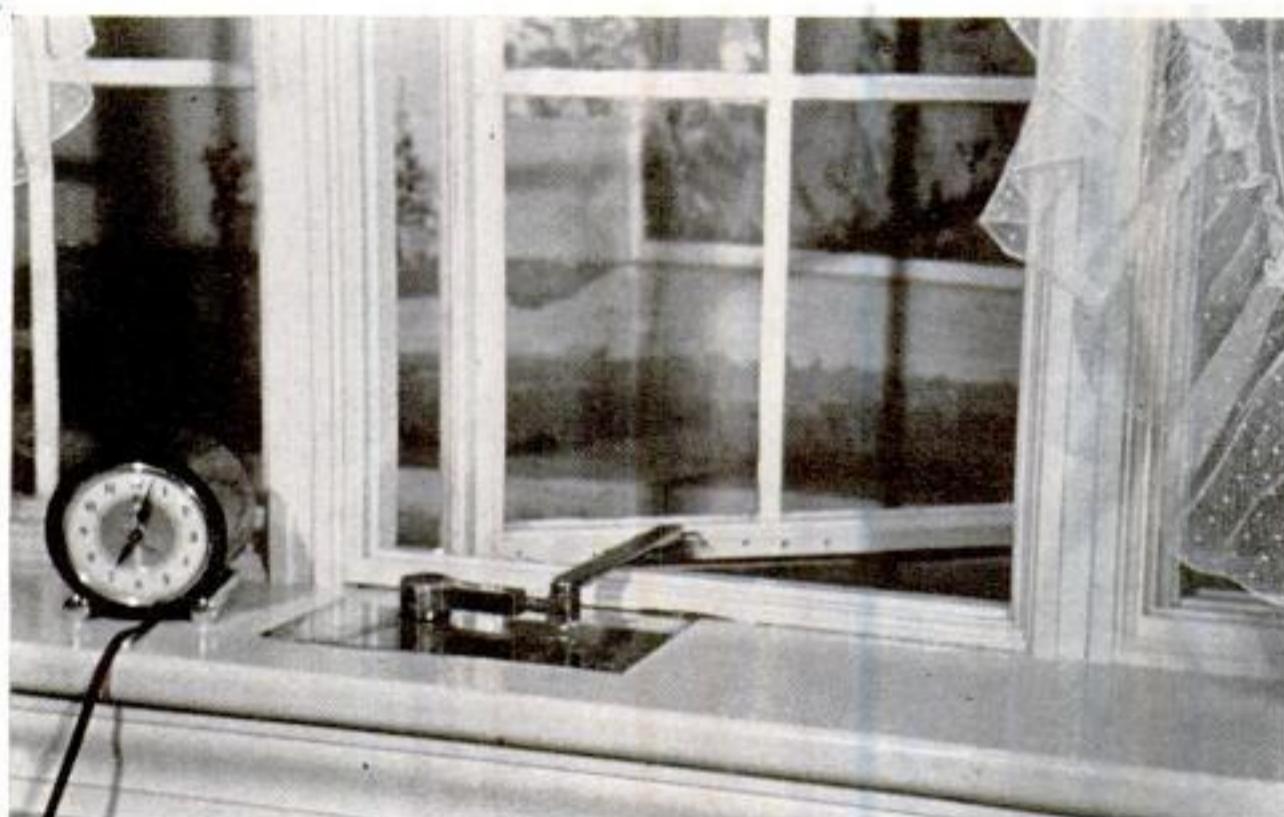
\$6,000 is also the cost of this cottage, also near New York. The window through the chimney opens above the mantel in the living room, takes the place of a picture in decoration.

THIS LONG ISLAND HOUSE COSTING \$6,000 HAS TWO BEDROOMS AND AN EXCEPTIONALLY LARGE LIVING ROOM MEASURING 14 BY 20 FEET



CONTINUED ON NEXT PAGE

TO ELECTRIFY MILLIONS OF NEW HOMES POWER COMPANIES WOULD SPEND BILLIONS



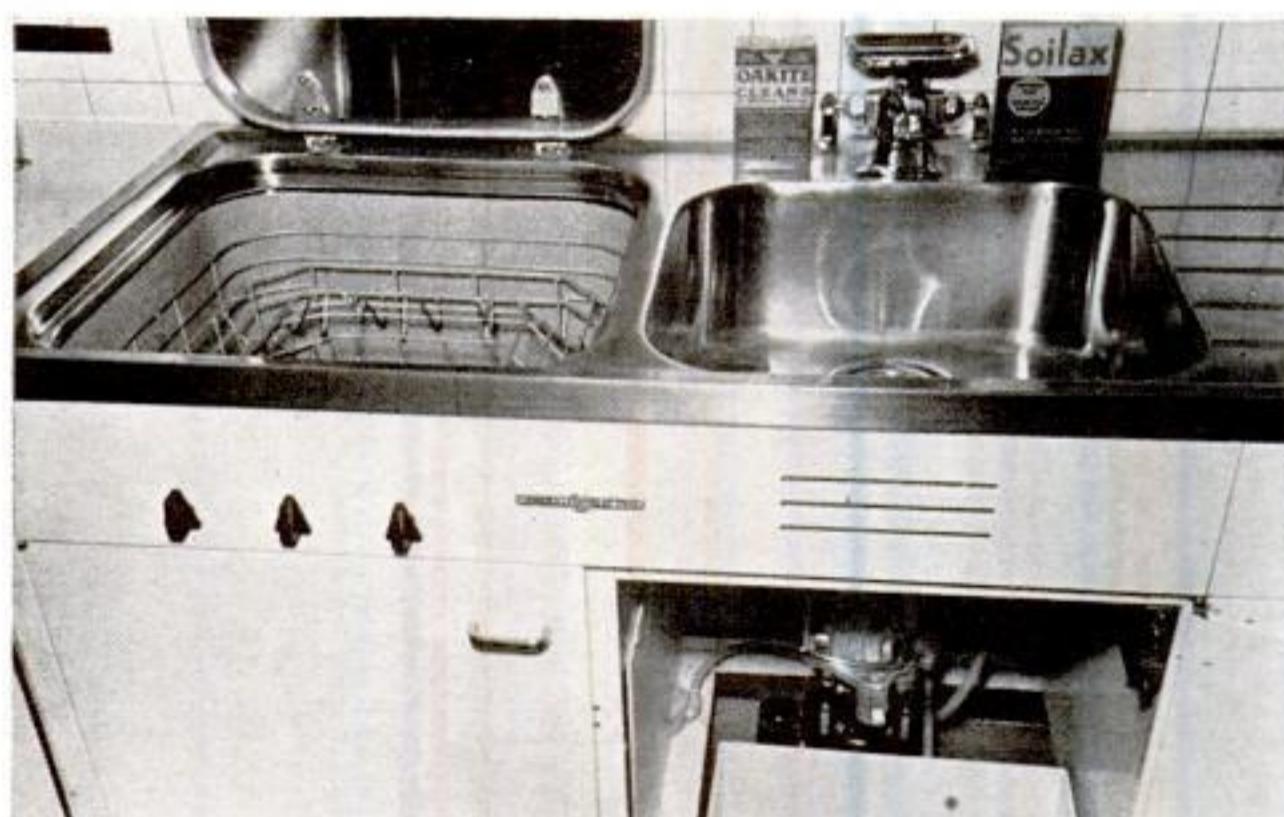
In the bedroom an electric alarm clock wakes the sleeper, who on cold mornings may then push a button by his bed to work the electric window-closer.



In the nursery a photoelectric beam sets a buzzer going if baby climbs out of its crib. The electric eye is on wall between electric train and health lamp.



At breakfast even the eggs are electrified (front left). Other devices to keep mother from bobbing up & down are electric percolator, grid and toaster.



At the sink garbage is scraped into an electric device (right) which chops it to bits and sends it down pipe, then dishes are put in electric washer (left).

If President Roosevelt gets anything like three or four million homes built in the next five years, one sure result will be a tremendous spurt in the power business. For when a man builds a new house nowadays, one of the first things he and his wife think about is more lights, more conveniences, more electrical gadgets than they had before.

Thus Item 2 of the President's 1937 Recovery Program—new construction by utilities companies—goes hand in hand with Item 1. It is true that factories, stores, offices, streetlights, etc., take four-fifths of the U. S. power supply. But the one-fifth which goes to domestic consumers, at four times industrial rates, brings in greater gross revenues. And domestic consumption, which has doubled in the past nine years, holds vast potentialities for growth.

The pictures on this page were taken in an electrified "Wonder House" displayed in Brooklyn by New York City's power company, Consolidated Edison. It was largely in the faith that American homebuilders and homeowners will buy more & more of such fixtures and gadgets that Chairman Floyd Carlisle of Consolidated Edison and Niagara Hudson Power announced at the White House Nov. 24 that his companies would spend \$112,000,000 on new construction in the next two years.



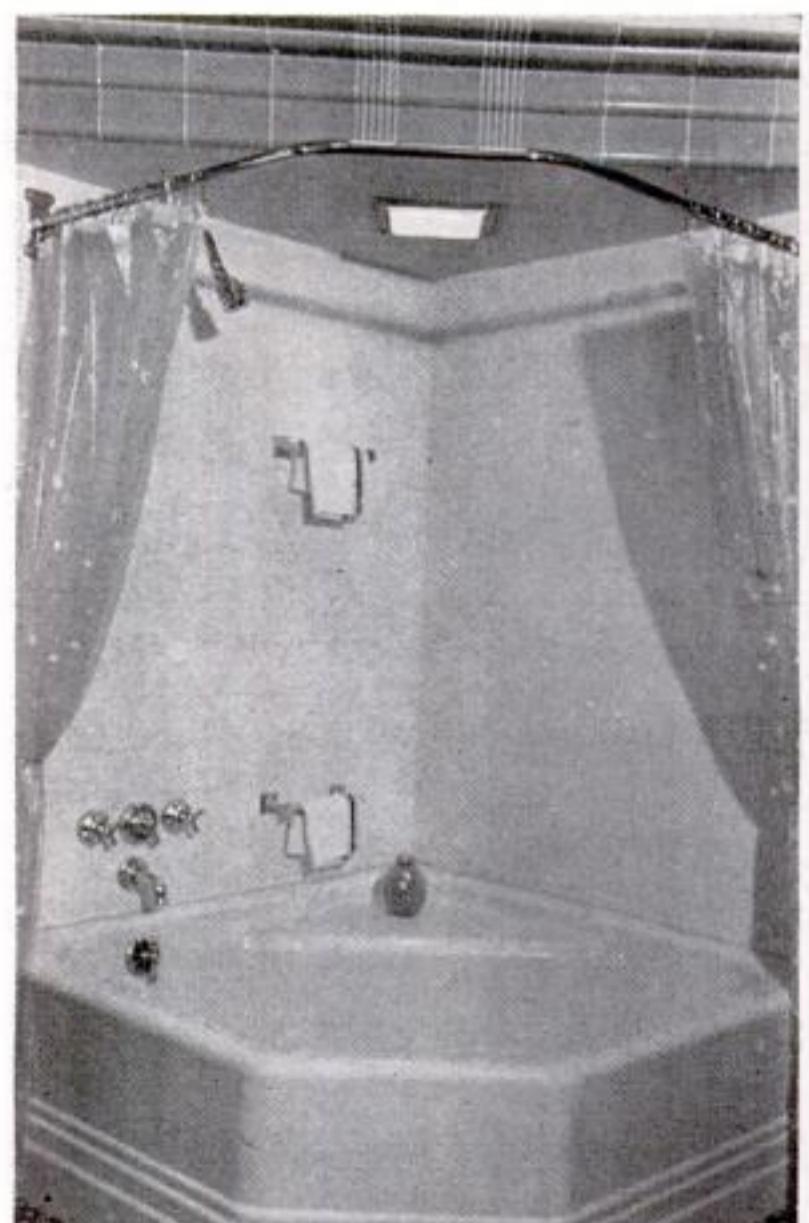
At the doorway overhead light goes on when visitor steps on mat. Note lighted house number.



On the stairway cautious feet are guided by illuminated handrails which glow cheaply all night.



In the living room illuminated wall niches for flowers or sculpture provide a decorative touch.



In the bathroom a glowing overhead light bathes the body beautiful as it reclines in the tub.



Spokesman of the power industry offers peace terms to President

On the opposite page you saw one prime reason why power companies would like to spend the \$3,000,000,000 or so on new construction which President Roosevelt wants them to spend for Recovery. On this page you see President Wendell L. Willkie of the billion-dollar Commonwealth & Southern power corporation explaining why they can't.

They simply haven't the money, says able Mr. Willkie, because the Roosevelt power policy of Government competition and regulation has scared off possible investors. Mr. Willkie told the President that to his face Nov. 23. He speaks with authority

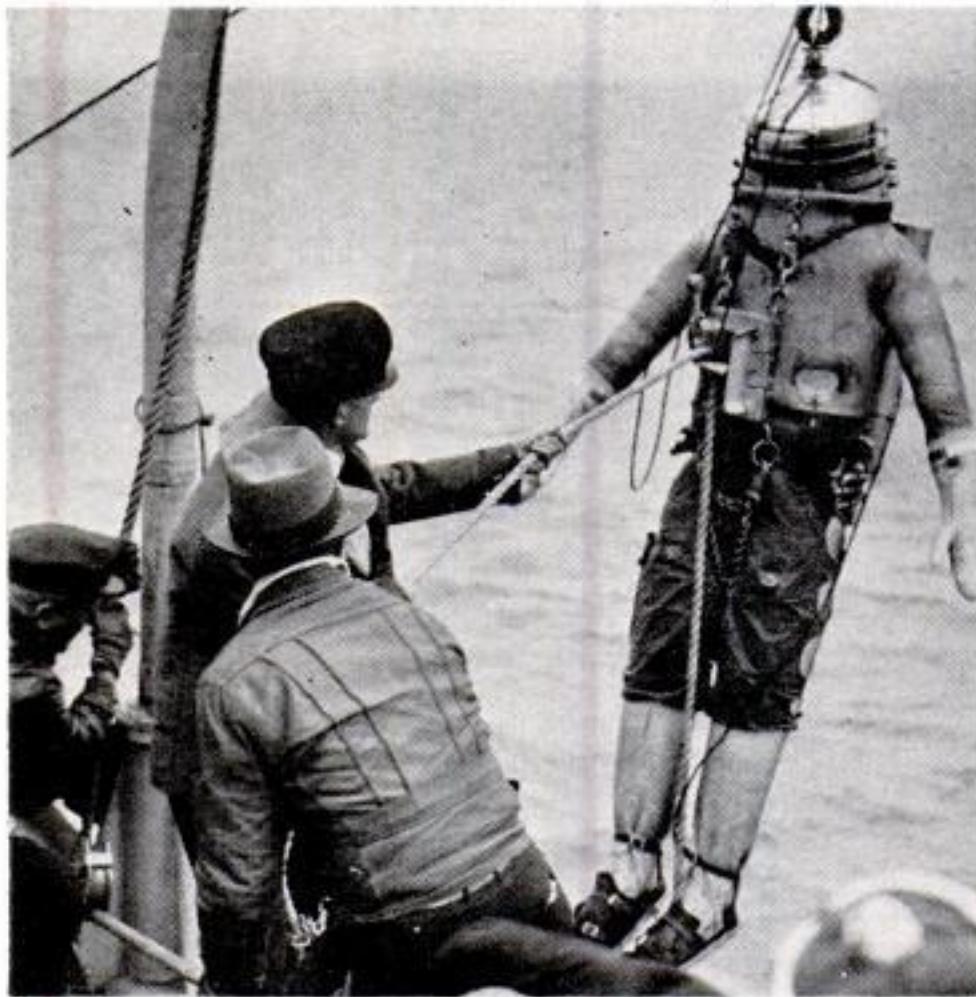
because TVA blankets a large part of his company's territory. It was cold comfort for him to have the President argue that the Government now produces only 10% of the U. S. power supply, and will probably never produce more than double that.

Made public a week after their conference were the terms of truce in the great feud of Roosevelt *vs.* power companies which Mr. Willkie offered to the President. He proposed that the companies scale down property valuations on which their rates are based, that the Government ease up a little on them in return. The President went fishing to think it over.

LIFE ON THE AMERICAN NEWSFRONT: DIVER SETS NEW WORLD'S RECORD IN LAKE MICHIGAN



Max E. Nohl, 27, M.I.T. graduate, seeking world diving record, wore a suit of his own invention. Oxygen tanks inside replaced air lines.



Overboard went Diver Nohl Dec. 1, from the deck of the Coast Guard cutter *Antietam*. In a valley in Lake Michigan's floor, 420 ft. below the surface, he touched bottom, saw little.

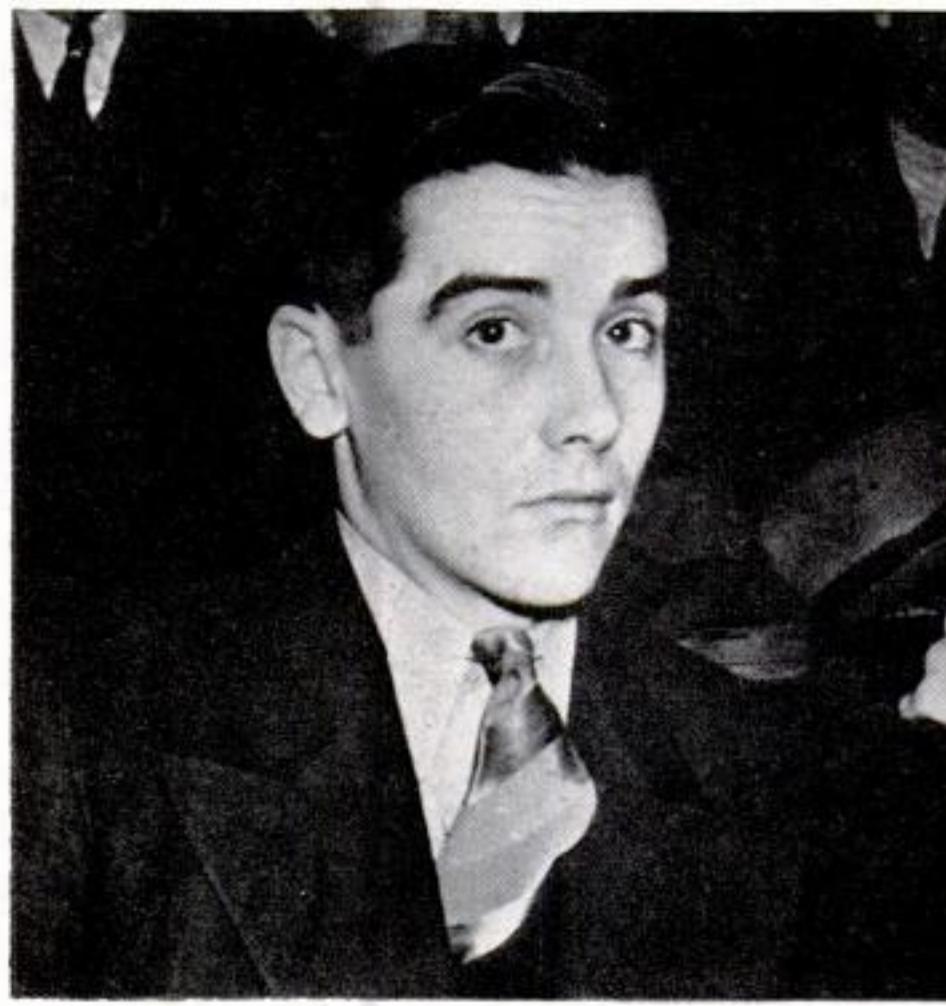


Back on deck Nohl was proclaimed world's champion diver, having smashed previous record of 361 ft., fulfilled a childhood ambition. He hopes some day to salvage cargo of *Lusitania*, 312 ft. down off Ireland.

THREE YOUNG MEN TELL THREE SHOCKED STATES OF THREE SORDID MURDERS



Eighteen-year-old Paul Dwyer pleaded guilty in Maine to smashing the skull of an elderly doctor in a fit of rage, strangling his wife. He was sentenced to life imprisonment.

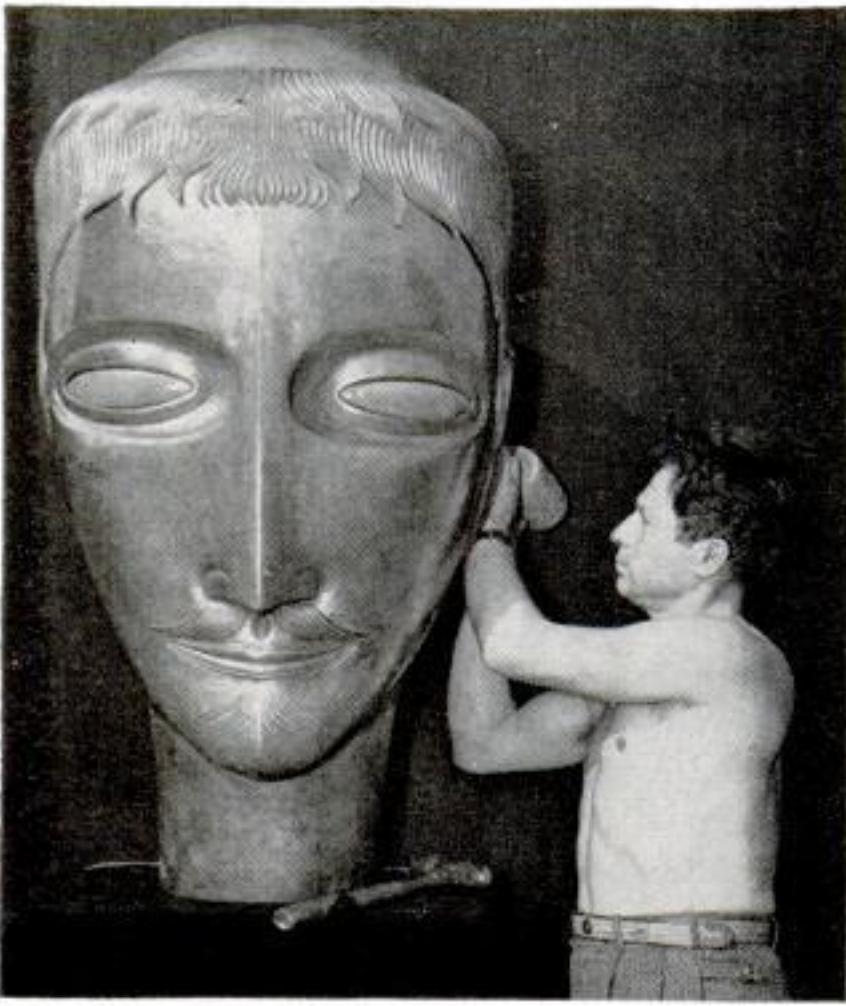


Seventeen-year-old Walter L. Ross went on trial in Virginia for the stabbing of an elderly lawyer. He asserted his victim was a sex maniac, that he had slain in self-defense.



Seventeen-year-old Joseph Healy confessed in New York to cutting the throat of an elderly delicatessen proprietress. He declared his 17-year-old wife was starving, pregnant.

SAINT



In stainless steel St. Francis of Assisi is soon to be erected atop San Francisco's Twin Peaks. Above Sculptor Beniamino Bufano works on scale model

TRAVELERS



Helen and Hertha Coelln, four-months-old twins of Davenport, Iowa, sailed for Germany, chaperoned only by their sister, Anna, 2. Their mother is dead, their father poor. They will live with their German grandfather.

QUEEN



U. S. crochet crown was won by Seattle's Mrs. F. E. Hayward who worked ten years on one bedspread. Above she gets scroll from Mrs. W. K. Vanderbilt.

LIFE ON THE AMERICAN NEWSFRONT: CHILDREN LEAP TO SAFETY FROM MADMAN WITH CLEAVER



THE ZEOLIS PREPARE TO JUMP

In East Boston on the night of Dec. 1, Ernest Zeoli suddenly went mad, seized a meat cleaver, began chasing his six children around their second-floor flat. His bruised wife managed to escape and call police. When ladders were raised to the windows furious Mr. Zeoli swung at teetering policemen with his cleaver. Into the street he hurled bottles, hammers, wrenches, chairs.

At length firemen arrived and spread life nets. In turn the older Zeoli children jumped, holding the youngsters in their arms (right). Police tossed tear-gas bombs into the apartment. Choking, Mr. Zeoli fell into the street, lost consciousness, was taken to a hospital for observation.



INTO THE NET JUMP PHYLLIS (ABOVE) AND NICHOLAS HOLDING JOSEPH (BELOW)



On Nov. 29, 1887 a little boy named Franklin Roosevelt (above) went to the Metropolitan Opera House to hear a little boy named Josef Hofmann make his debut as a pianist. Impressed, he asked his mother if some day he too would play as well. On Nov. 28, 1937 famed Pianist Hofmann returned to the Met for a golden jubilee concert. Introducing him Dr. Walter Damrosch recalled little Franklin's query, remarked: "The muses were not at the boy's cradle; he did not become a great pianist. But he did all right. He is President of the United States."



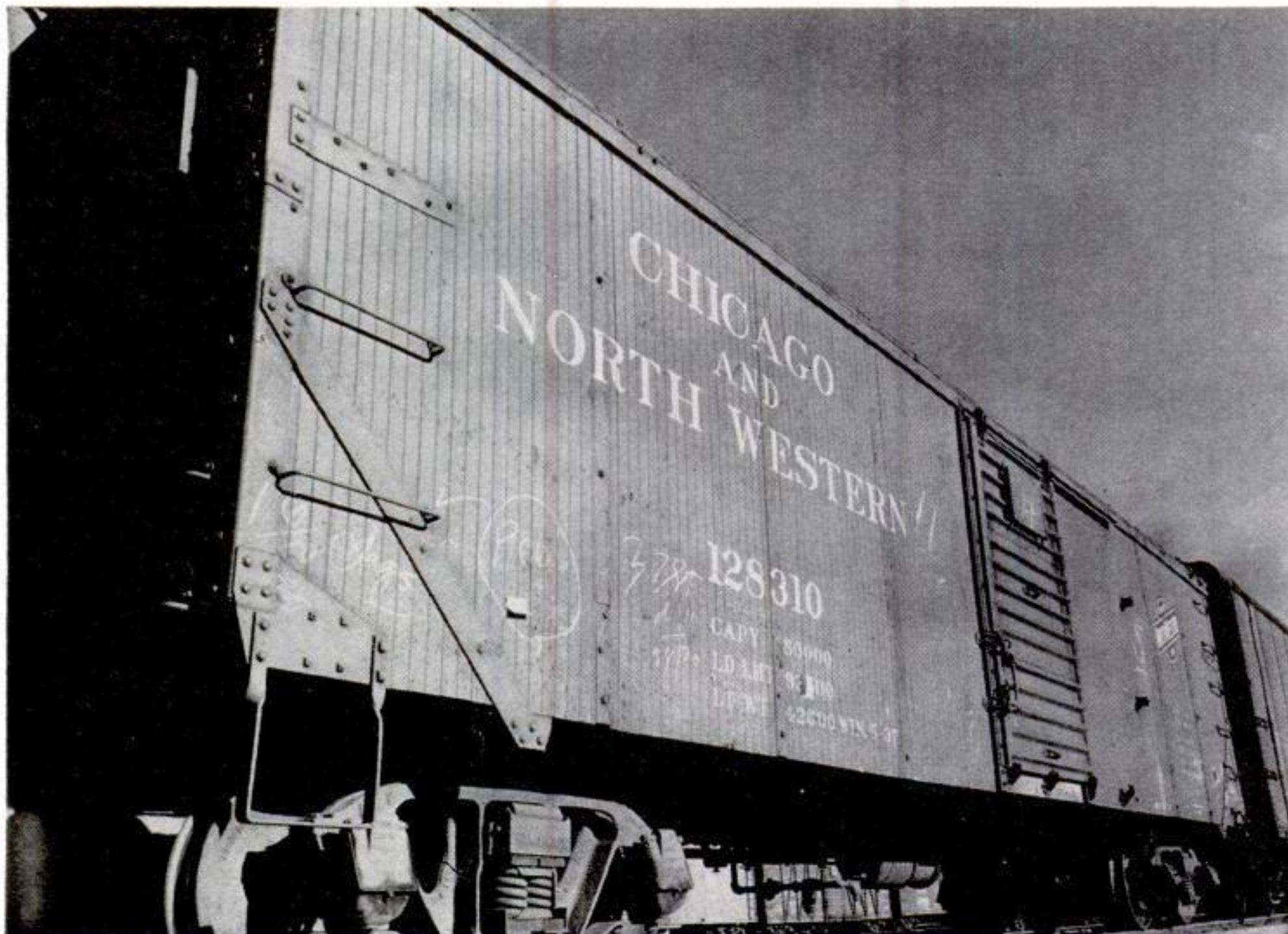
LIFE ON THE AMERICAN NEWSFRONT: HARD-UP RAILROADS BEG ICC FOR HIGHER RATES



The Interstate Commerce Commission listens as nation's top railway executives wait their turns to plead for permission

to charge higher rates. Among presidents who spoke their pieces were Chicago & North Western's Fred Sargent,

Chicago, Burlington & Quincy's Ralph Budd, Southern's E. E. Norris, Southern Pacific's Chairman Hale Holden.



25 years old, this modern beast of burden has rolled millions of miles over deserts and mountains, through blizzards

and droughts, and it is still in service. Of the nation's 1,705,000 freight cars, 44% are more than 20 years old.

Beginning Nov. 29, the heads of the nation's Class 1 railroads crowded into an Interstate Commerce Commission hearing room in Washington to chorus that America's No. 1 transport business is in the worst financial plight in its history. Purpose of their tales of woe was to persuade the ICC to let them raise freight rates 15%, eastern passenger rates from 2¢ to 2½¢ per mile. The Commission and the nation lent an attentive ear. Along with new housing and utilities construction (see pp. 13-17), revival of railroad spending for new equipment and replacement is a keystone of President Roosevelt's plan to whip the Recession.

Involving billions of dollars and millions of men (*see front cover*), the U. S. railroad industry is indubitably a very sick giant. Ordinarily purchasing 20% of the nation's steel and 15% of its timber, after seven lean years it needs tens of thousands of new freight cars, passenger cars, locomotives, other equipment. But this year it is earning little more than 1½% on its capital investment—not enough to pay even its fixed charges. Some critics declare that its enormous burden of debt is what makes the giant stagger, that the only solution for many a road is bankruptcy. But the executives in Washington argued convincingly that the real trouble rises from the fact that since May, 1933, operating costs (wages, materials, taxes) have shot up as much as 40% while operating revenues were declining as much as 20%.

LIFE ON THE AMERICAN NEWSFRONT: CALIFORNIA'S OLDEST NATIVE SON IS DUG UP



The heavy-boned, square-jawed skull above belongs to what is probably the oldest "native son" yet found in California. For thousands of years he has lain undisturbed in a burial mound in the Sacramento Valley. Two years ago President J. D. Lillard of the Sacramento Junior College dug up some ancient graves in Sacramento Valley. Recently he dug deeper, found a second, even older burial place. At peace in it lay remains of unusual Indians. These he passed on to the University of California's department of anthropology. On Nov. 26 Prof. A. L. Kroeber, chairman of the department, announced them to be a most important discovery in the history of Californian anthropology.

The head on this page belongs to the body lying on its stomach in the grave at left. The structure of this nearly perfect skull is primitively rugged, with heavy features and massive eyebrow ridges far different from the finer bone texture of more recent skeletons. This Indian lived possibly as far back as 15,000 years ago, had a culture entirely different from that found in the other graves.

LIFE ON THE AMERICAN NEWSFRONT: BRITISH ARMY OFFICERS BUY U. S. MULES FOR INDIA



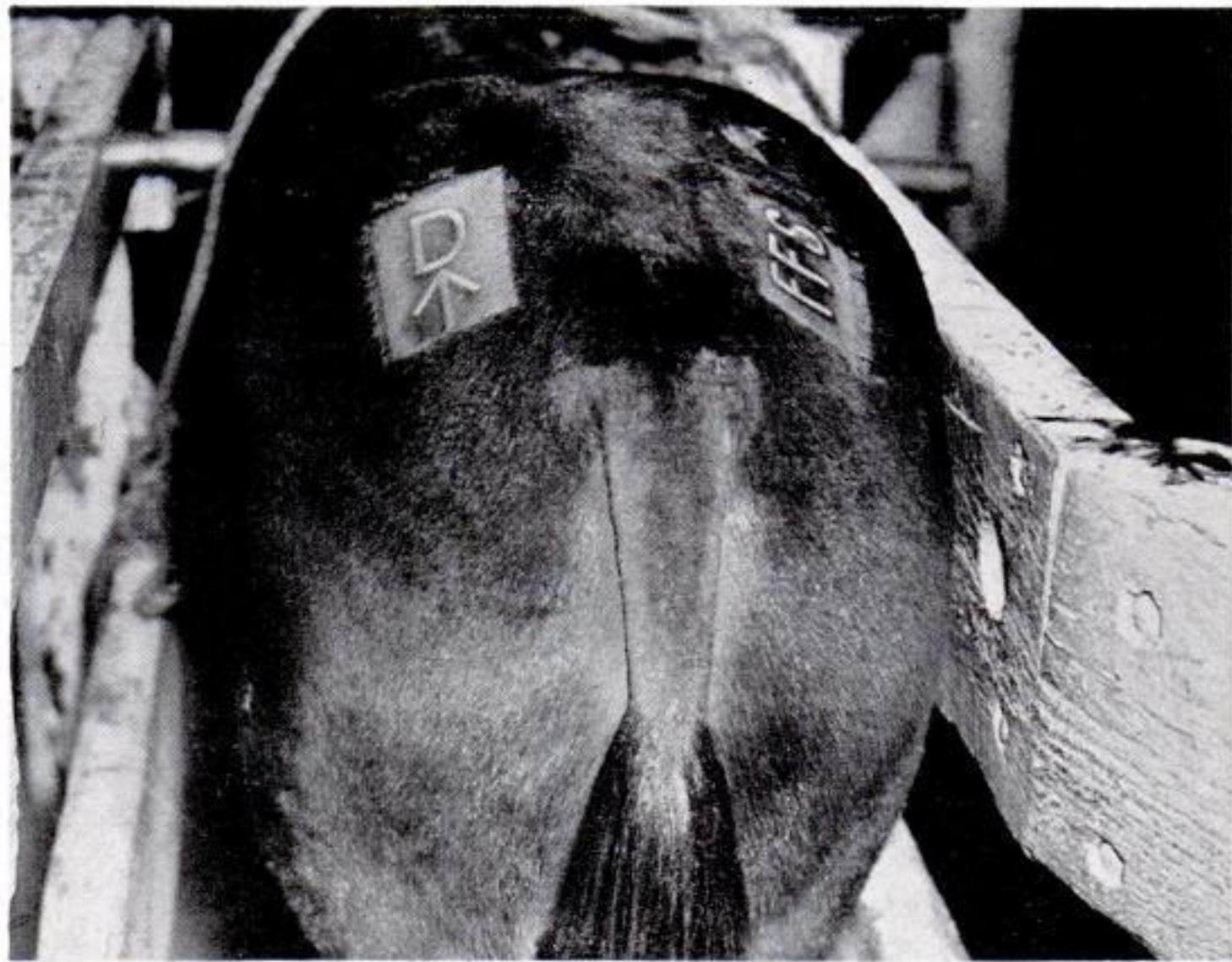
His Majesty's mule buyers are Major F. P. Denehy, M.C. (left), and Colonel H. Gamble, R.A.V.C. Their Government has been purchasing mules from Simpson for some 16 years.



Eye examination is one of the processes involved in selecting a good mule for the Crown. The black paddle used by Col. Gamble is to eliminate reflections that might be taken for flaws.

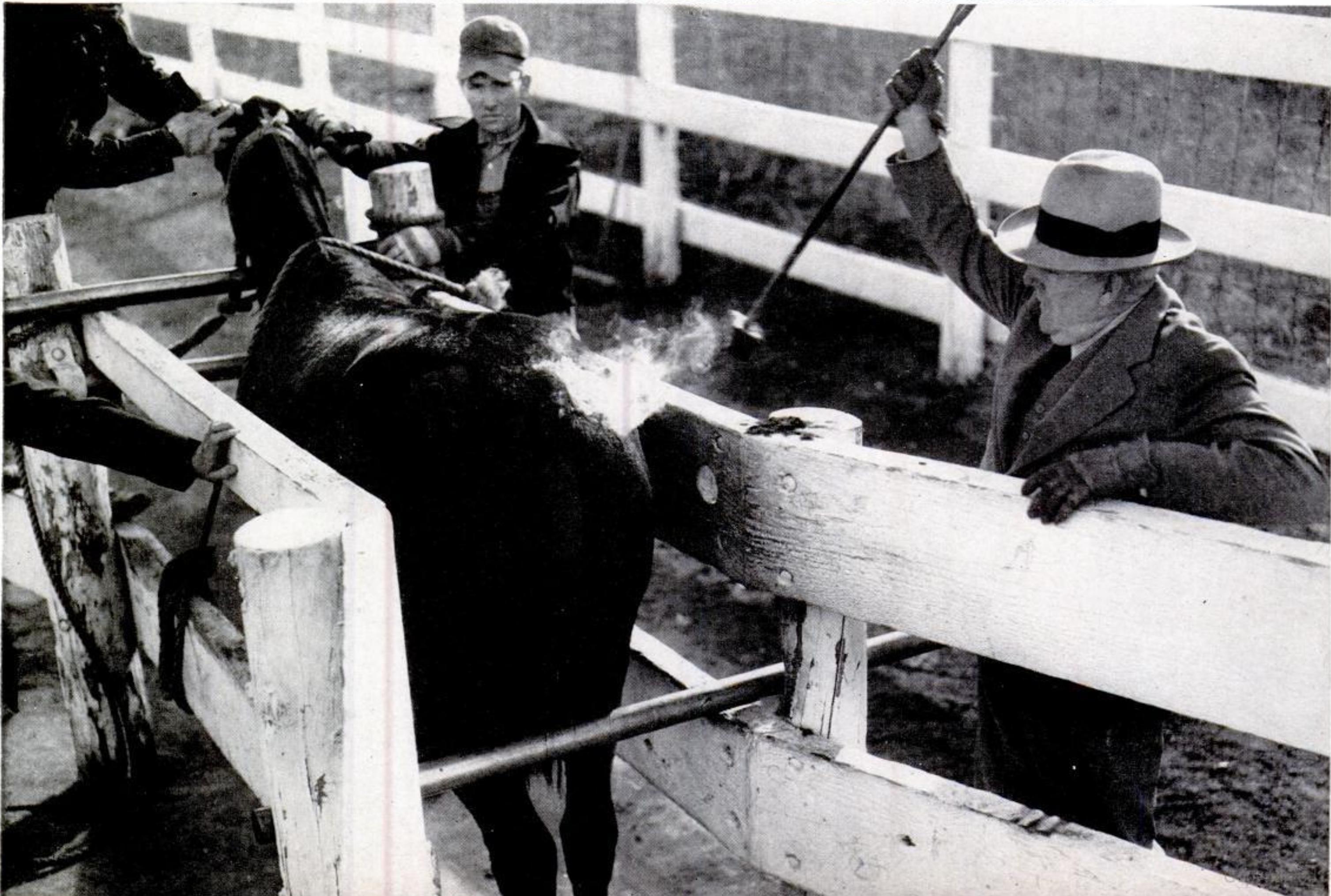
To the British Army in India each year go hundreds of stocky U. S. mules carefully selected for their "pack backs," their probable ability to haul cannon up slippery mountain trails. Source of these is the Nebraska farm of Frank F. Simpson, reputedly the biggest mule dealer in the world.

All last summer mule-wise Mr. Simpson visited breeders throughout the continent, brought hundreds of animals to his farm outside Omaha. There in October went two British officers (left), commissioned to make final selections for His Majesty's service. One by one, Mr. Simpson's mules—those he bought, and those he bred at home—were trotted out, paraded, measured and examined. Each mule chosen was branded with the insignia of the Crown. When the trading ended, 376 mules had changed hands. These left Omaha, Dec. 4, for New York whence they sailed for India aboard the freighter *West Cusseta*.



The brand of His Majesty's service ("D" over arrow) is placed on the left flank of each mule purchased. On its right flank are affixed the initials of Nebraska's Simpson.

MR. SIMPSON APPLIES THE BRANDING IRON WHILE ASSISTANTS RESTRAIN THE MULE BY TWISTING ITS SENSITIVE EARS



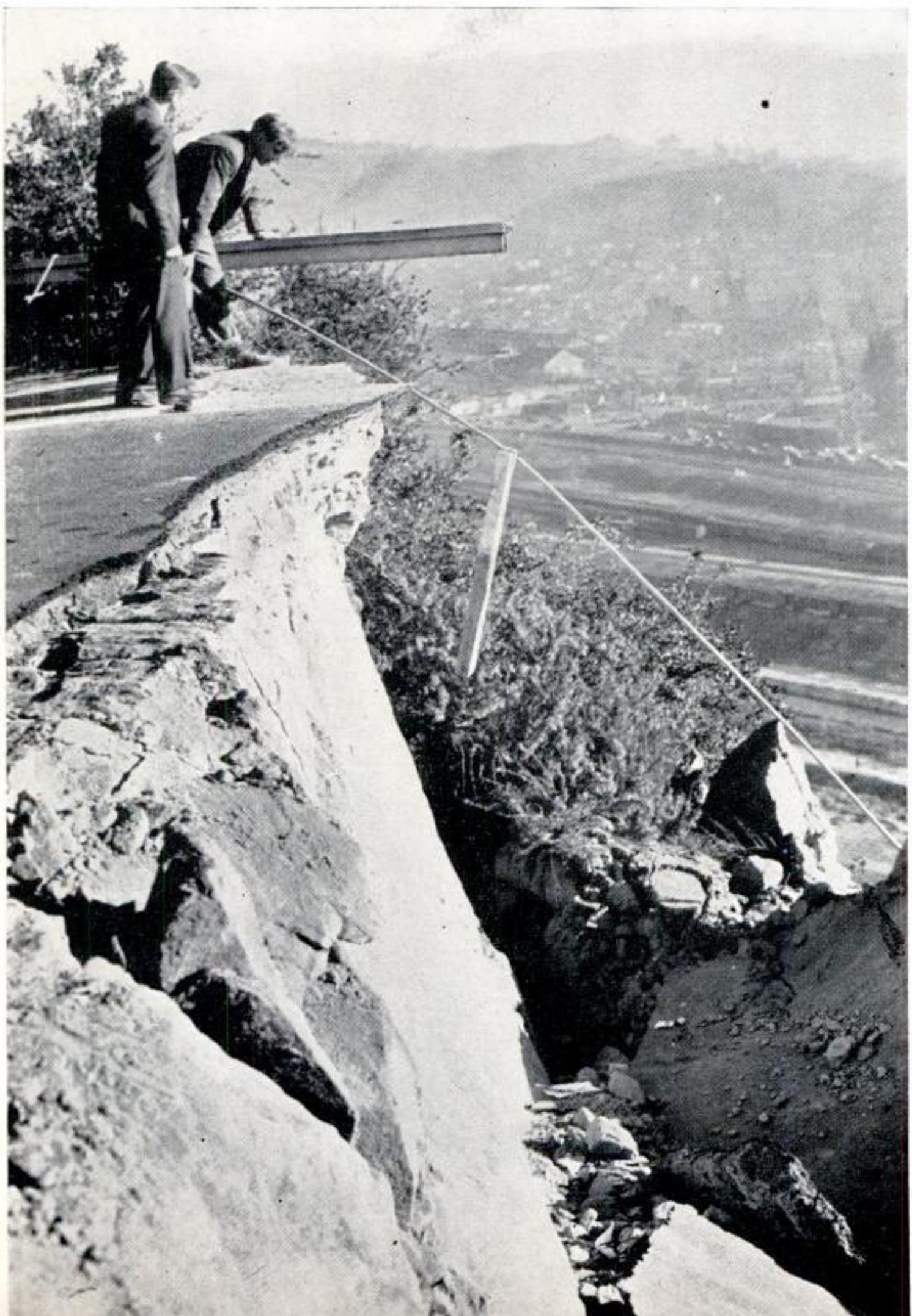
LIFE ON THE AMERICAN NEWSFRONT: A MOUNTAIN MOVES INTO LOS ANGELES



In Los Angeles' Elysian Park on Nov. 27, the nubbin known as Buena Vista Peak grumbled in its core. The rumbling swelled to thunder as 1,500,000 tons of rock and earth slid down into the dry Los Angeles River bed, shattering the

white viaduct of Riverside Drive, hurling great boulders at nearby homes and stores (above). No unforeseen cataclysm, the landslide had been predicted for over a month and its imminence had drawn thousands daily to Elysian

Park's "moving mountain." City engineers attributed collapse to underground seepage from the sometimes rampaging Los Angeles River, planned to prevent a recurrence by sloping back the slide face, replanting trees and shrubbery.



Widening fissures at the crest of the bluff (above) first gave warning that Buena Vista Peak was on the move. When the avalanche finally came, it buckled the concrete piers of the Riverside Drive viaduct (below), left a gaping scar 80 feet high on the mountainside (left).



LIFE ON THE AMERICAN NEWSFRONT: A VERY BUSY WOMAN TAKES A VERY RICH GIRL ON TOUR



In West Virginia Mrs. Roosevelt (front) and Mrs. Cromwell (rear) explored coal towns and resettlement projects. The Arthurdale homestead (above) has long been one of the First Lady's chief enthusiasms, but Mrs. Cromwell showed most interest in the dingy

homes of unresettled miners in the hills. At the Tygart homestead Mrs. Roosevelt joyously called the figures of a square dance (below). Urged to join the fun Mrs. Cromwell protested: "It has been a hard day and this is the first time I've ever seen a square dance."



OF THE DEPRESSED AREAS OF WEST VIRGINIA

Indefatigable Mrs. Franklin D. Roosevelt stepped up the tempo of her busy life after Thanksgiving to a pitch that ran newshawks ragged, blanketed the nation's press with a crazy quilt of photographs, and filled her daily column with a bewildering mélange of events, places, people.

Nov. 27 she left Washington with Mrs. Doris Duke ("Richest Girl in the World") Cromwell, lunched at Romney, W. Va., inspected the Tygart Valley co-operative homestead, made a brief speech. That evening while weary Mrs. Cromwell sat watching, vigorous Mrs. Roosevelt cavorted with her hosts in the figures of a square dance (*see opposite page, below*).

Nov. 28 she drove 70 miles to visit the Arthurdale resettlement project (*opposite page, above*), went to church, took mink-coated Mrs. Cromwell into squalid miners' shacks, inspected community farm and dairy projects.

Nov. 29 she visited more miners' homes and a rehabilitation project near Uniontown, Pa., parted from Mrs. Cromwell, entrained for New York.

Nov. 30 she dashed madly around Manhattan, attended a literary luncheon, did some shopping, witnessed a dance festival, went to the theatre.

That Mrs. Roosevelt's holiday whirl will continue was indicated when a friend invited her to a charity function. Sighed the First Lady: "I could not do another thing before Christmas if I were divided into ten persons."



In Uniontown, Pa., Mrs. Roosevelt chatted with children at a homestead run by a Quaker aid organization. Mrs. Cromwell accompanied her to the farm but dodged photographers.



In New York Mrs. Roosevelt presented a copy of her latest book, *This Troubled World*, to Mrs. Carrie Chapman Catt, feminist pioneer and peace worker, to whom the volume is dedicated.



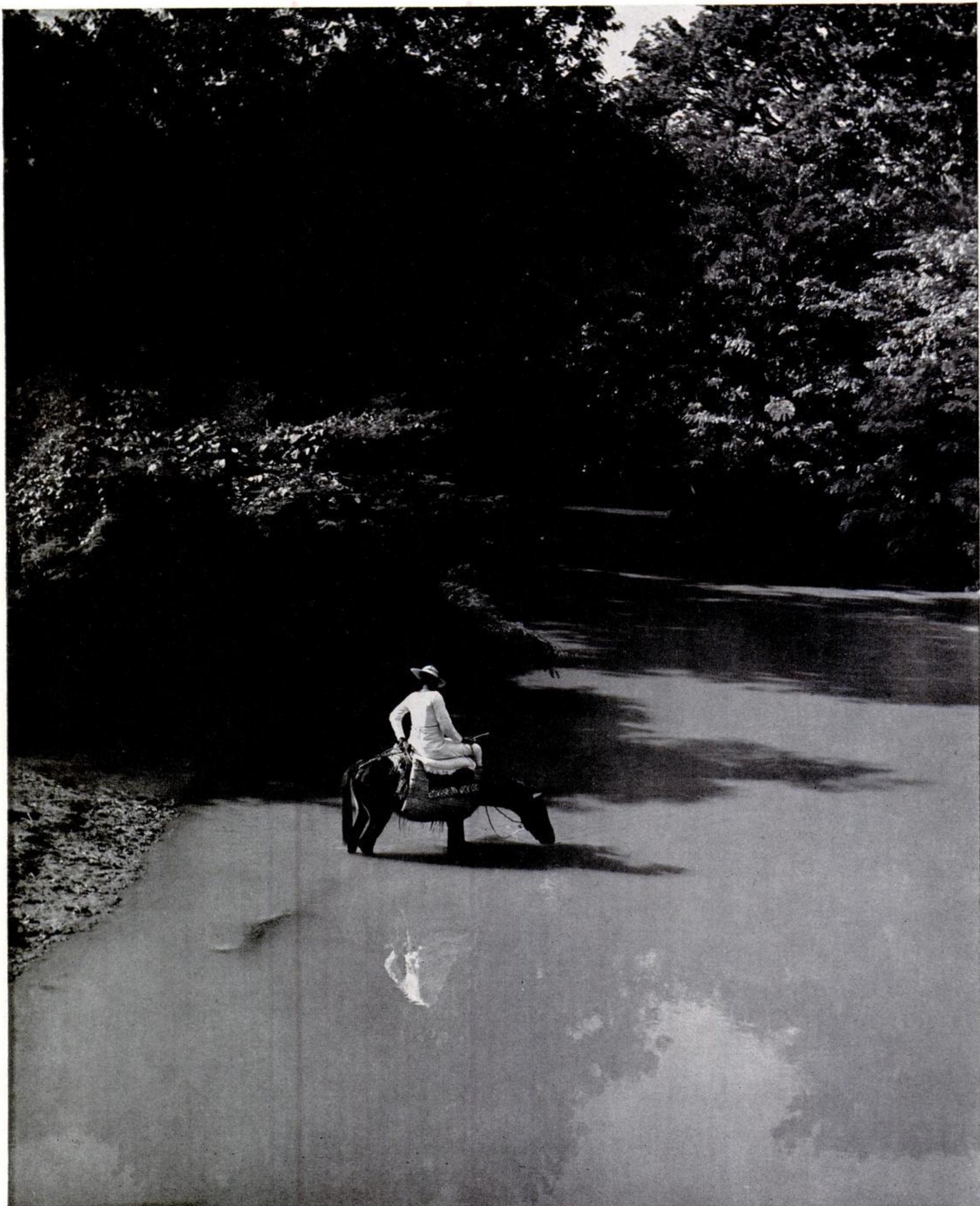
In the Rainbow Room, atop Manhattan's Rockefeller Center, Mrs. Roosevelt dined with 21-year-old Suzanne Wilson, daughter of her good friend, Frances Perkins, Secretary of Labor.



At a bazaar run by the N.Y. Commission for the Blind, Mrs. Roosevelt admired work of blind Sculptor Mark Shoesmith. She bought toys, gloves, neckwear made by blind workers.



Shopping for toys made by the blind, Mrs. Roosevelt's eyes lighted on a yellow flannel elephant with green eyes. She hastily rejected it in favor of a red-and-white-checked donkey.



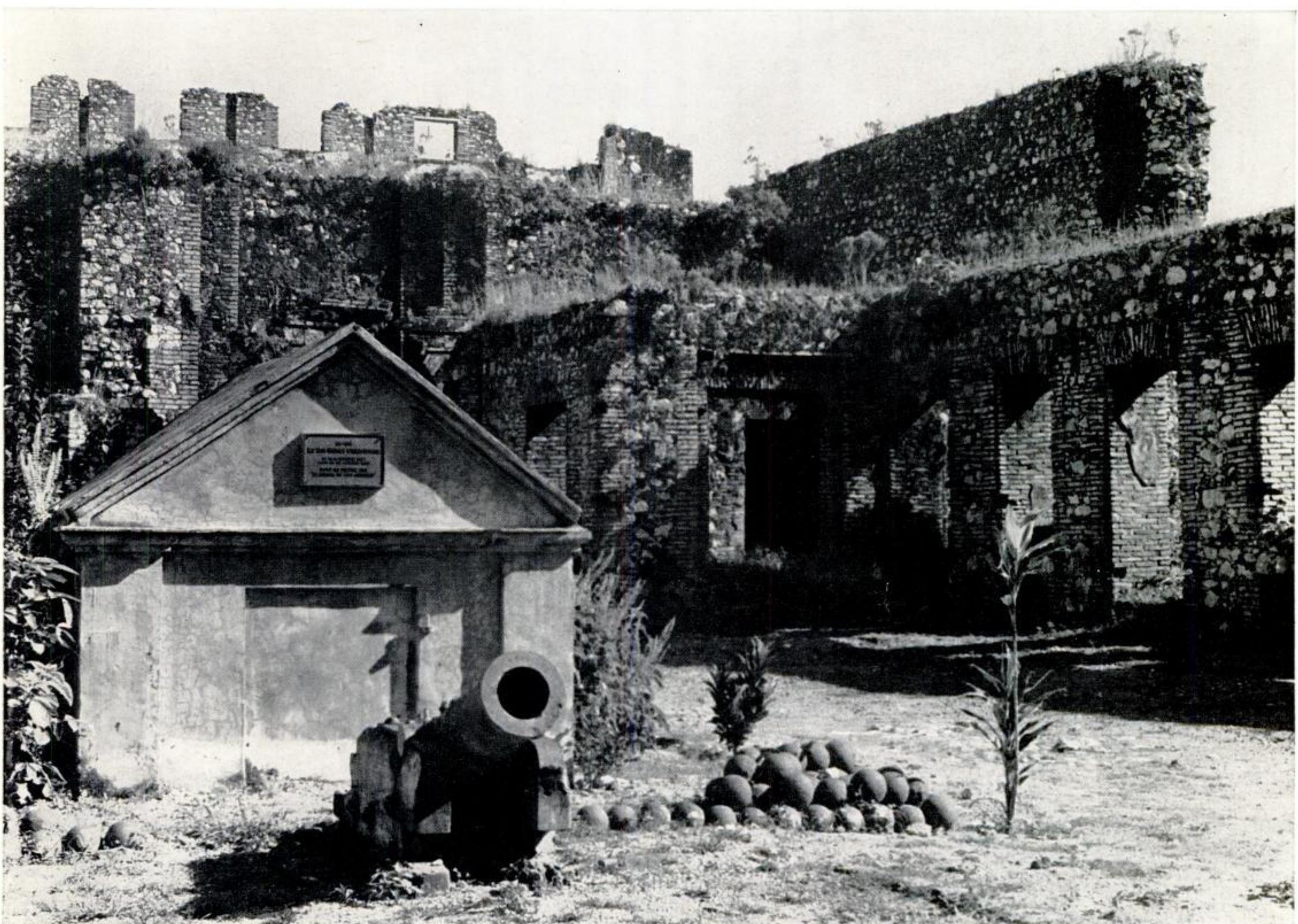
The Massacre River runs red

The peace reflected in this border river between Haiti and Santo Domingo is deceptive. Late afternoon, when Rex Hardy Jr. took this picture near the village of Ouanaminthe, a Negro woman was watering her horse. Black boys swam nearby and their mothers washed clothes. But a few hours

earlier this river (called the Massacre) ran red with blood. Dominican guards on right bank swung machetes (sugarcane knives) on Haitian emigrants who, sometime ago, had forded the stream for work. Now they are being driven back, anywhere from 5,000 to 20,000 slaughtered (LIFE, Dec. 6).

BLACK HAITI: WHERE OLD AFRICA AND THE NEW WORLD MEET

Photographs for LIFE by Rex Hardy Jr.



King Christophe's tomb is this desolate little brick and mortar structure amid the ruins of his mighty Citadel. After he shot himself (1820), his wife and his white physician

dragged him up to this almost inaccessible peak overlooking the sea and dumped his body into a lime pit, lest his enraged subjects cut him to shreds. Having resisted his des-

potic drive to make Haiti the pride of the Negro world, his people then reverted to the older civilization they had brought with them from African Dahomey and the Congo.

Christophe, black king of Haiti, was born a slave and his driving fury in life was to make his people respected. He dreamed of building a great Negro empire to dazzle a hostile white world. He joined Toussaint L'Overture in the 1802 rebellion against France and helped defeat Napoleon. He built the Citadel on the highest peak near Cap Haitien as a symbol of Negro might. But he could never make his subjects share his dream. In the end they rose against him, his army deserted and he shot himself with a silver bullet. Now, more than a century later, his Citadel is a ruin, his dream a legend.

Today, as in the day of Christophe, the Negroes of Haiti have no love of superimposed Western grandeur. They prefer the intricate, if primitive, culture that is their own. To some extent they have adjusted themselves to the modern world. They raise coffee, bananas, cotton, sugar for the world market. Occasionally, in the clustered villages that dot their Caribbean island, they have sewing machines and phonographs. They watch American cars travel the bad mud roads between their farms. They swear in American and assent with "O. K."—a hangover of U. S. Marine occupation, 1915-34. During the daytime, in fact, they are an overcrowded, hard-work-

ing people, good-natured and docile, most of them illiterate and too poor to own shoes.

But at night the drums begin to throb and a different Haiti comes to life. It is the Haiti that reached the new world on slave ships 400 years ago. It is the Haiti that still speaks the language of the Congo, still invokes the snake gods of Dahomey. It is the Haiti that believes in magic, has mystical rites, brews potent tropical drugs.

This is the Haiti shown in the pictures on the following pages. Rex Hardy Jr. took them for LIFE upon presenting a voodoo priest with a sword—the first complete set of photographs of a voodoo ritual ever made. Zora Neale Hurston, Negro author with a Guggenheim fellowship, gave LIFE the first photograph of a zombie ever taken (right). Haitians say this woman died and was buried in 1907. She returned naked and demented to her father's farm near Ennery in October, 1916. One explanation is that *hungan* (voodoo priests) know poisons that produce a catalepsy like death. A few hours after burial this woman was probably disinterred and worked as a slave on a distant plantation. Like the cult of Voodoo, Haitian Zombiism remains one of the weird imports on the western continent of Africa's pagan heritage.



THIS IS THE ONLY ZOMBIE EVER PHOTOGRAPHED

CONTINUED ON NEXT PAGE



The voodoo altar is piled with sacred objects and food. The sword represents power. The chromo saints stand for gods. Christ is invoked only at the beginning of the service. The Virgin Mary is Ersulie, good goddess who helps unmarried men especially.

Voodooism is African paganism plus Catholicism

Voodoo is not black magic. Neither is it, as most people suppose, a senseless orgiastic cult accompanied by sex excesses and human sacrifice. It is a religion with a precisely formulated ritual, with ancient chants and impressive symbolic pageantry. It combines African paganism and Catholicism. It makes good sense to the Haitians, who practice it with humility and profound reverence. High-class Haitian mulattoes frequently deny that it exists, but even in Port-au-Prince, the capital, there are scores of *houmforts* (voodoo temples) which are licensed by the police. At their altars are worshiped such deities as the African gods of water, fire, and war, and Domballah, father of all Dahomey *loa* (gods). Voodooists look upon the Christian God as the creator of the universe. They accept Christ and the Trinity. But they turn to their own gods for protection of the crops, health and happiness.

A voodoo ritual is a communication with these gods to ask their favors. The occasion may be the dedication of a new *houmfort*, the birth of a child, the death anniversary of a parent. Communication is achieved through a trance in which the god takes possession of the worshiper.

At daybreak the rites sometimes stop because most Haitians then want to go home and dress for early Mass in the village church. To propitiate voodoo gods, some natives save for years, pay the *hungan* from \$25 to \$100 for a ceremony.



Most sacred object in voodoo Haiti is the *asson*, a gourd braided with beads and snakes' vertebrae. It summons the gods to earth.



The hands of the best drummer in Haiti rest on his instrument in a *houmfort* near Port-au-Prince. He gets seven notes from one drum.



UNDER A PALM-THATCHED TUNNELLE (SHELTER) THE WORSHIPERS DANCE THE AFRICAN JEAN VALOU AS VOODOO RITES BEGIN

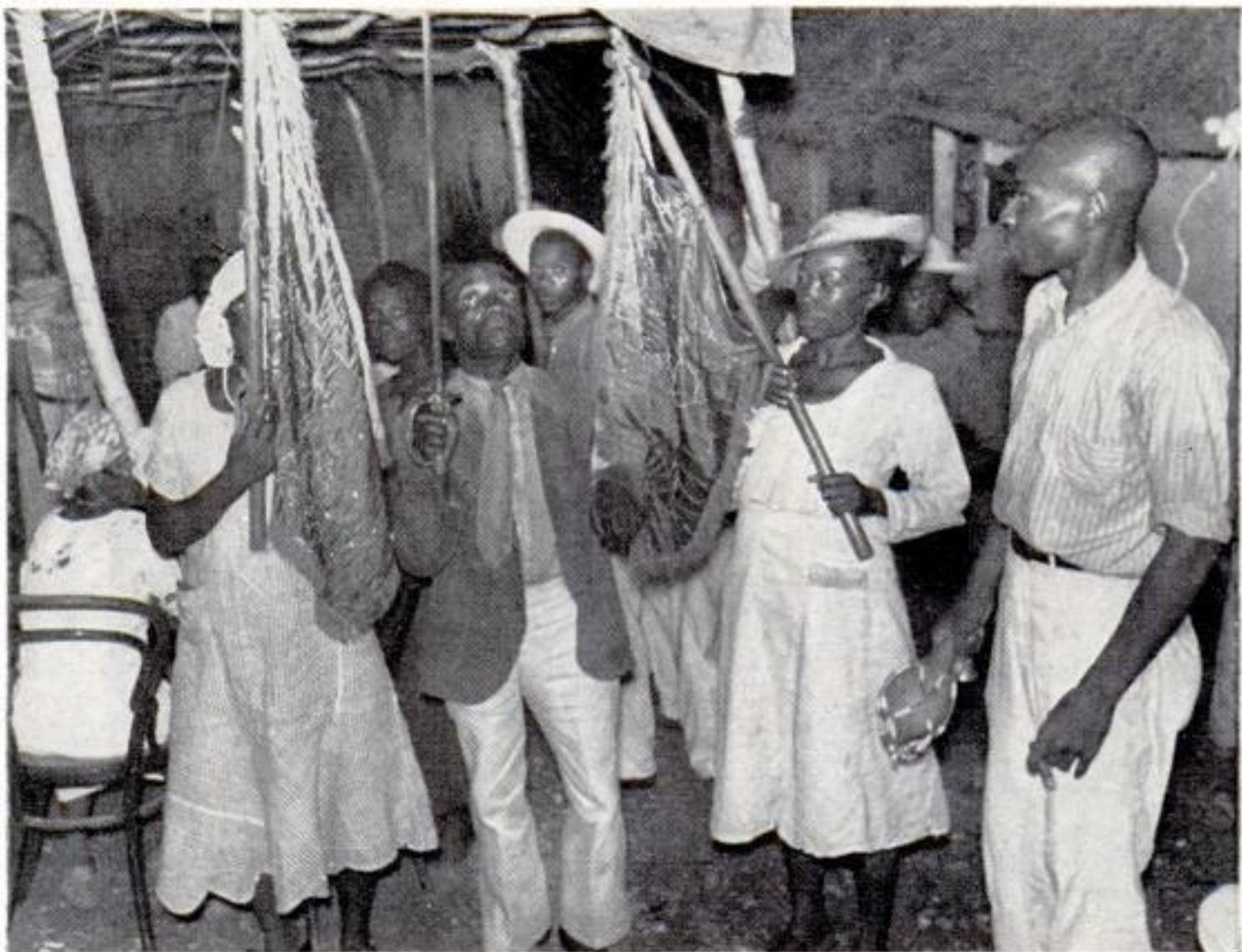


Voodoo god of war is conjured with a sword

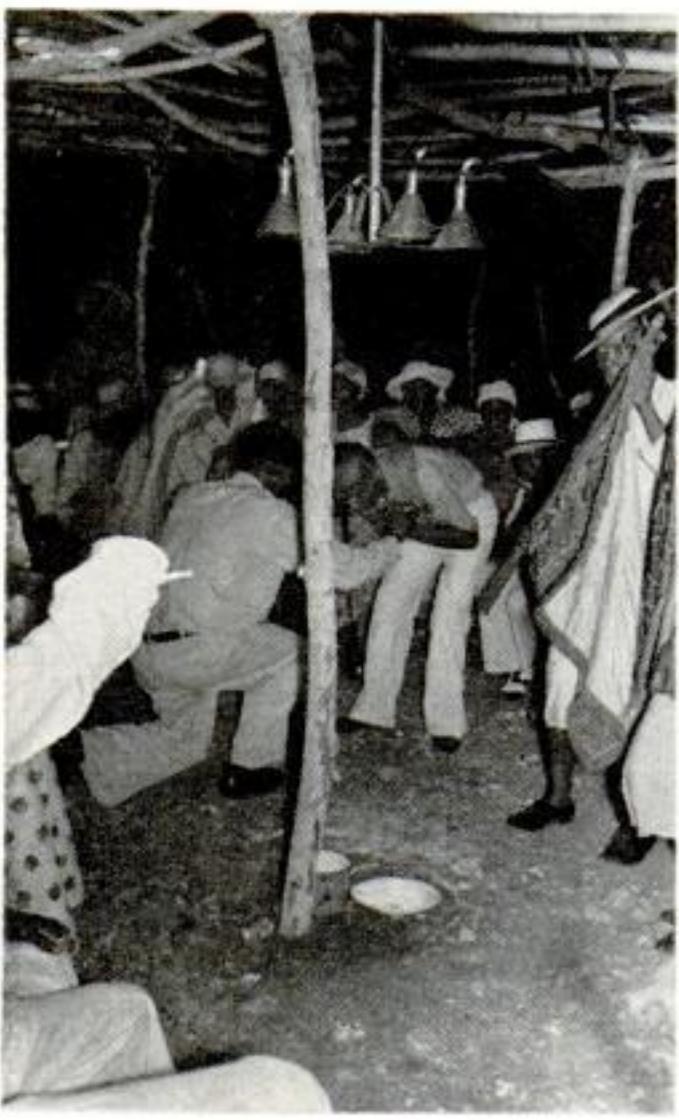
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1 The Voodoo ritual begins, after preliminary dancing and prayers, when the *hungan* blesses the African drums with the sacred *ascon*. In his hands he holds a plate of corn meal for tracing divine symbols on the floor. The gods come down the centre pole.



2 Sword and flags (*sabre et drapeau*) are brought in by the *servants* to the new voodoo *houmfort* which these rites will dedicate. The *hungan* (right) blesses them with the *ascon*. The *servants* bow and dance while the worshipers break into an African chant.



3 The sword is kissed by the *hungan* and is stuck into the ground beside sacrificial foods under sacred centre pole.



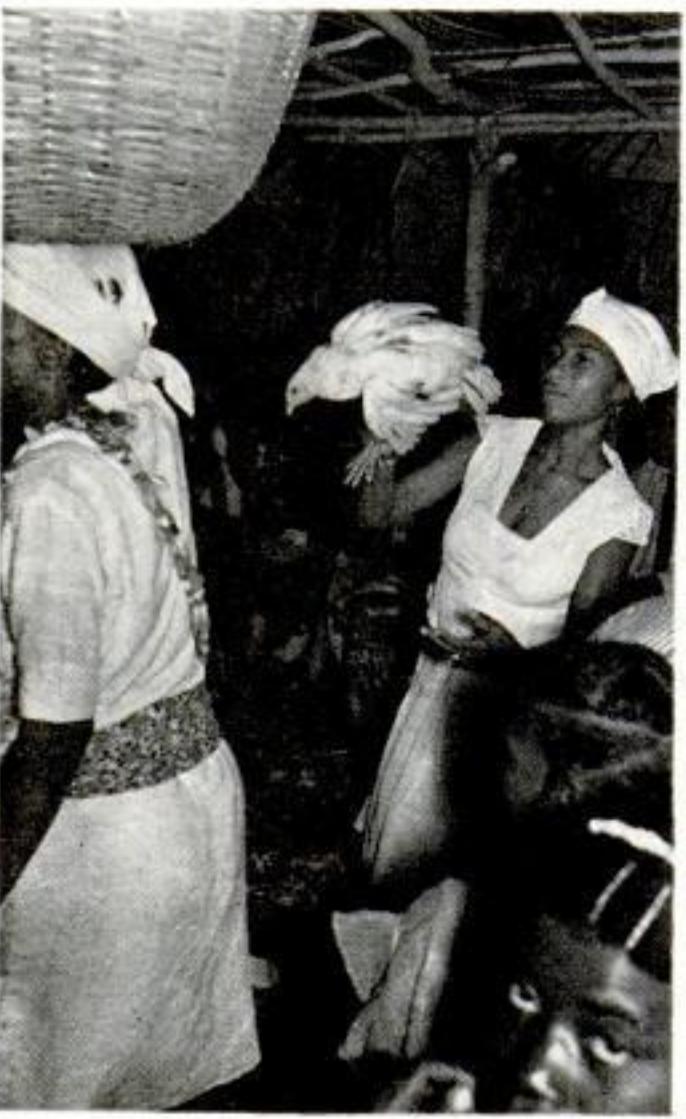
4 The *mambo* is a female priest who leads the singing. Once ritual is under way, she is more important than the *hungan*.



5 The sacred sign is traced in corn meal on the floor. This is the ship symbol of Agou-eta-royo, the master of all waters.



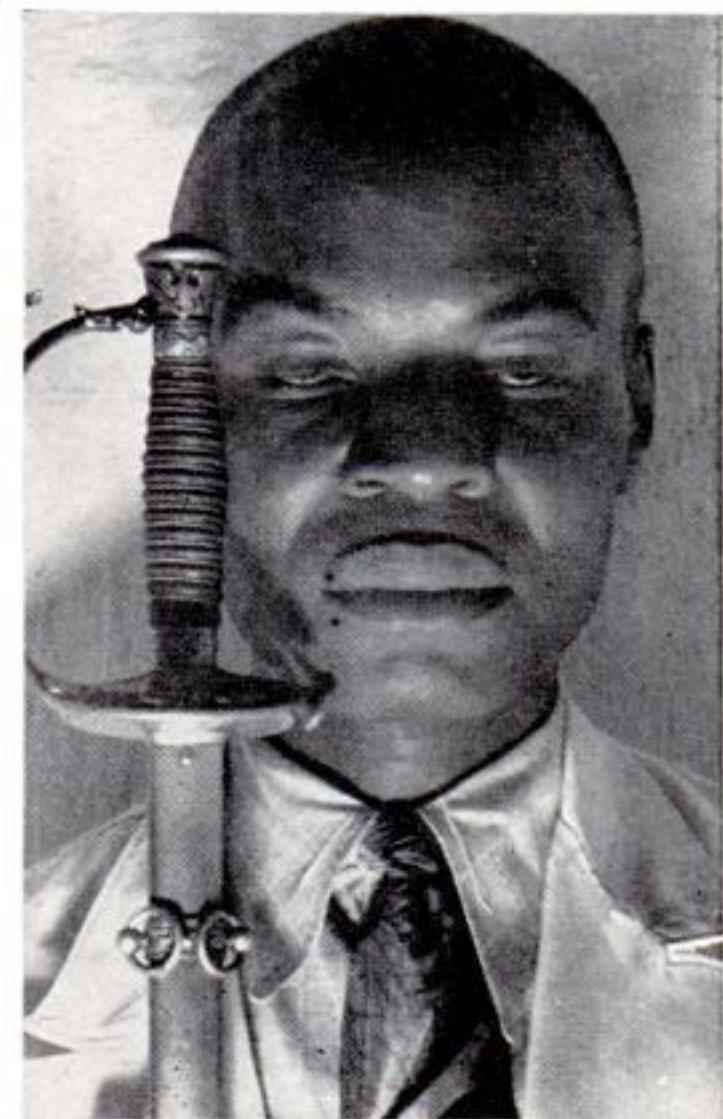
6 The three voodoo drums begin to throb and the *hungan* chants as he pours water on the ground to bless the dead.



7 A white chicken, sacrificial fowl for Domballah, father of gods, is brought. The basket contains sacrificial fruits



8 Around the centre pole the chicken is killed, dismembered, boiled and buried. Here are also calabashes holding food, carved with the names of gods (initials stand for Cimbie, a Congo *loa*). Now the drumming increases and congregation is ready for the gods to enter.



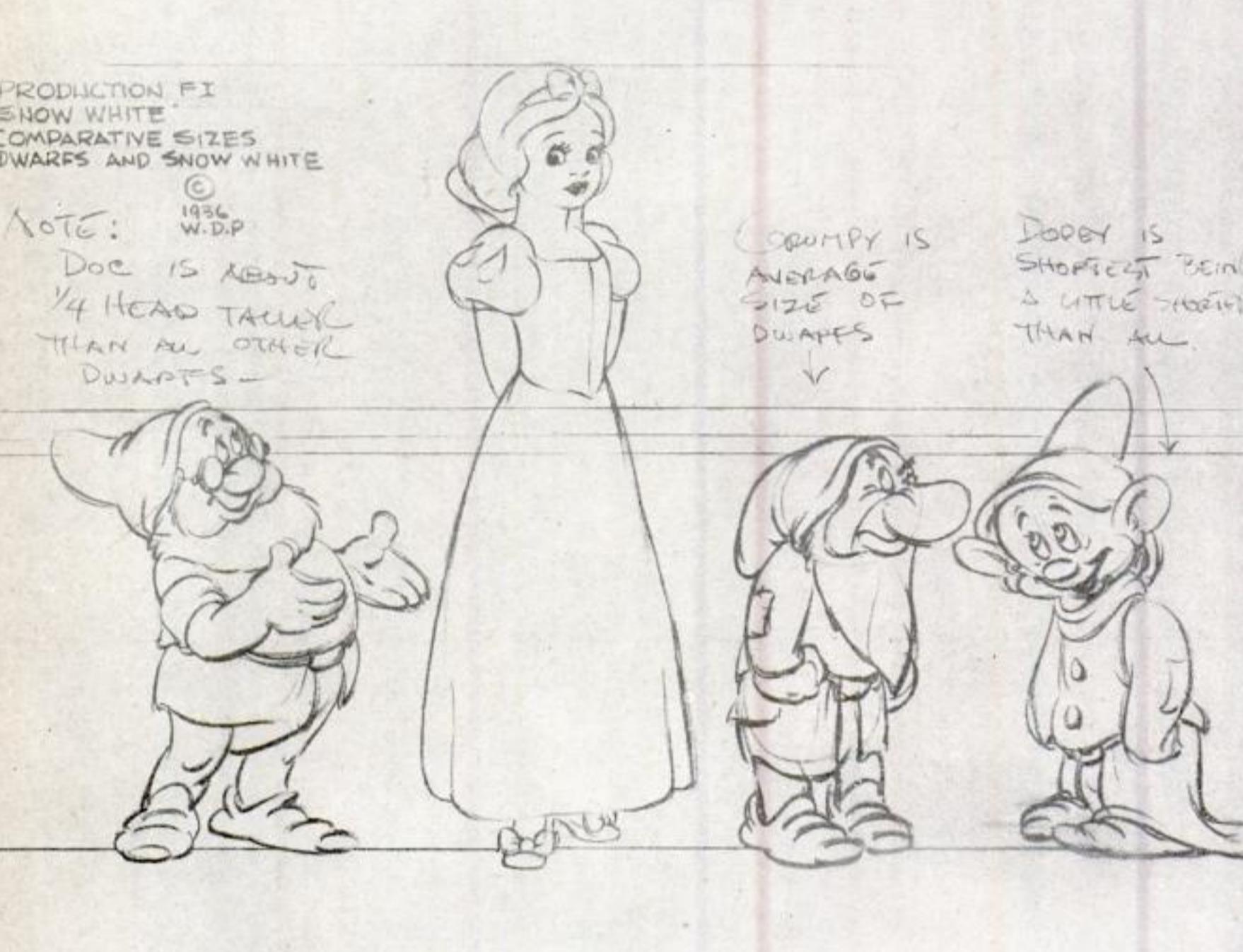
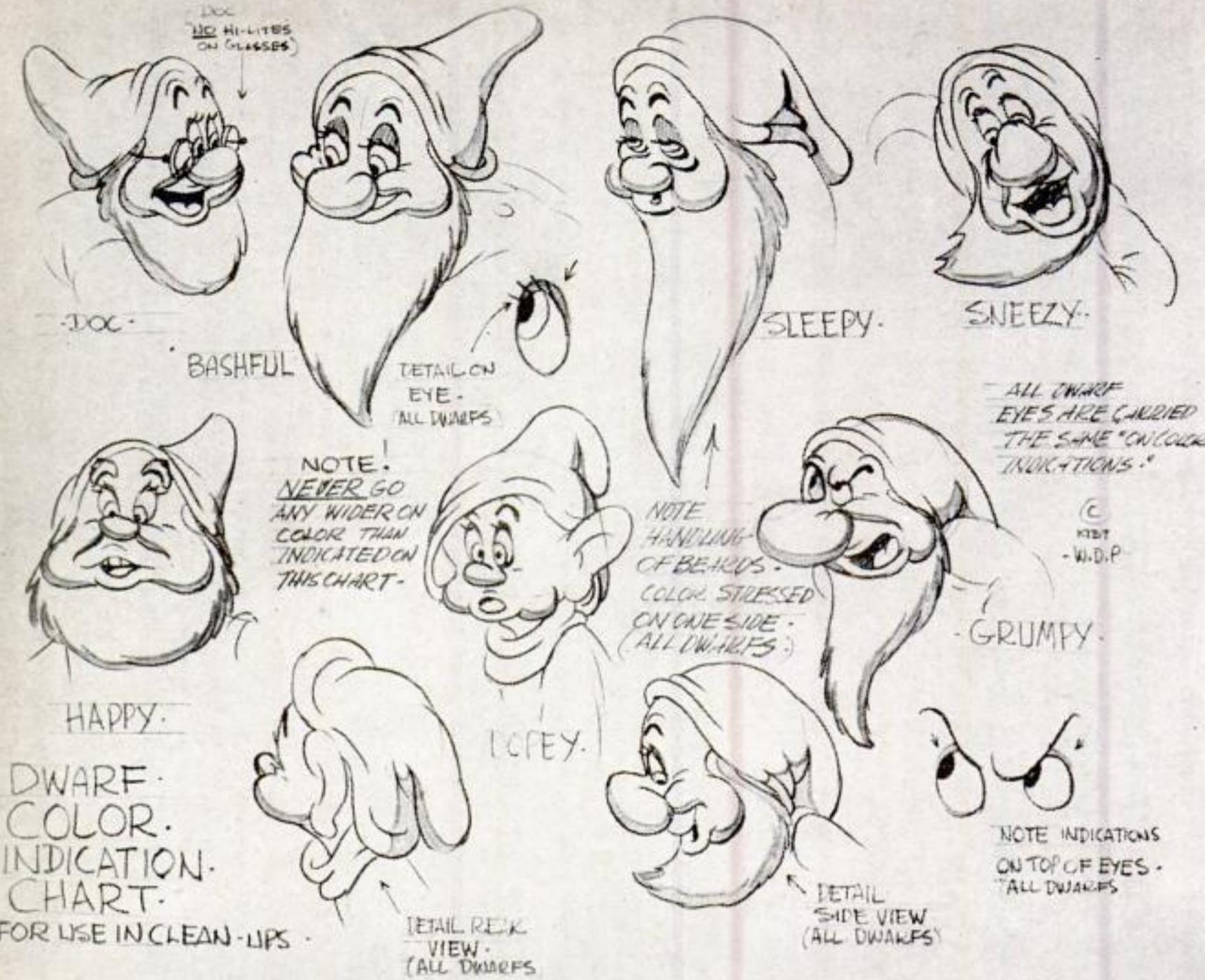
9 The trance of the *hungan* indicates presence of *loa*. Worshippers, possessed, imitate animals representing their gods.



High Noon in Port-au-Prince

This picture sums up the strange mixture of primitive and modern that is Haiti. A native, whose square feet show he has never worn shoes, carries an American toothbrush ad

around the streets of Port-au-Prince, Haitian metropolis. Undoubtedly he never uses a toothbrush himself. He earns 20¢ a day. At high noon he sits down for a siesta.

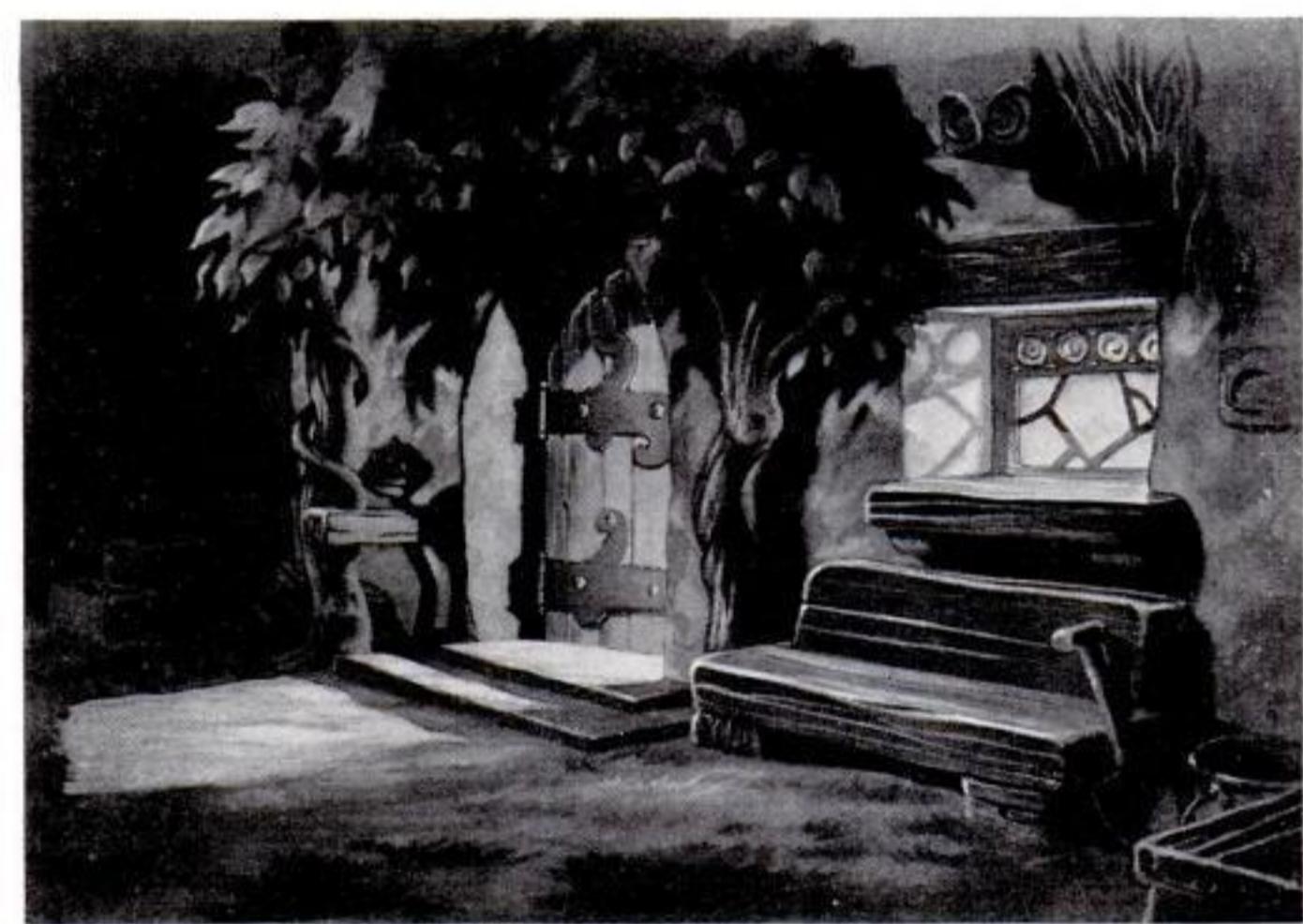


"SNOW WHITE AND THE SEVEN DWARFS"

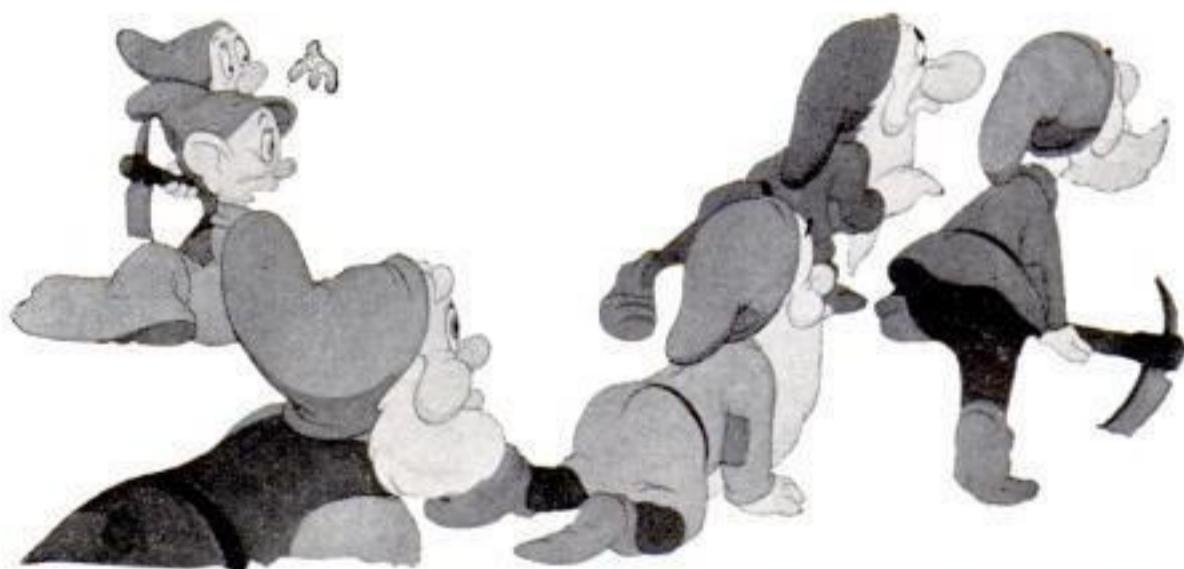
Disney animates a full-length film

At the Mickey Mouse studio in Hollywood, Walt Disney and his prodigious crew of artists have just finished the first feature-length animated film ever made. It is the story of *Snow White and the Seven Dwarfs*, which millions of children have read in *Grimm's Fairy Tales*.

Snow White cost \$1,500,000 and took three years to make. Using human characters extensively for the first time, Disney began by making charts to show how each one should be drawn. The charts at left show (top) the seven dwarfs; (centre) their comparative heights; (bottom) specifications for Sleepy. Twenty-five artists painted the pastel backgrounds. Then 300 animators drew the characters in motion on sheets of celluloid. Two million "cels" were painted before 250,000 were finally chosen to be successively photographed against the backgrounds (see below). *Snow White* was aimed at the Christmas trade but was such a gigantic job that only Los Angeles will see it before mid-January. Meanwhile its advance publicity has reached such proportions that Mr. Disney may well worry lest his public expect too much.



A PAINTED BACKGROUND REMAINS THE SAME THROUGHOUT EACH OF THE SCENES



THE CHARACTERS ARE DRAWN ON CELLULOID, MOVE MINUTELY IN EACH DRAWING



CHARACTERS ARE SUPERIMPOSED ON BACKGROUND TO MAKE FINISHED SCENE



1 Once upon a time there lived an orphan princess named Snow-White, whose beauty aroused the jealousy of her wicked stepmother, the Queen. One day the Queen ordered a huntsman to take Snow-White into the woods and kill her. But when the huntsman looked into the princess' eyes he dropped his knife, knelt at her feet and told her to run far away.



2 Snow-White ran just as far as her feet would carry her and then fell sobbing on the forest floor. All the little birds and beasts of the forest, hearing her sobs, came to look at her. When Snow-White saw them she felt better and laughed. "Do you know a place in the woods where I could stay?" she asked, and all the little birds twittered, "Yes."



3 The forest creatures led Snow-White to a tiny cottage in a thicket of brambles, not much bigger than a dollhouse. When Snow-White saw the little cottage she clapped her hands in joy, but when she went inside she said, "Tsk! Tsk! Tsk!", for it was the untidiest house she had ever seen. She set to work at once, sweeping the floors and washing the dishes.



4 When the house was spic and span, Snow-White and her new friends went upstairs to the bedroom. There were seven tiny beds, all in a row, and on the foot of each was carved a different name. "Doc, Happy, Sneezy, Dopey, Bashful, Grumpy, and Sleepy," read Snow-White. "What funny names for children!" Then she fell asleep across three of the tiny beds.



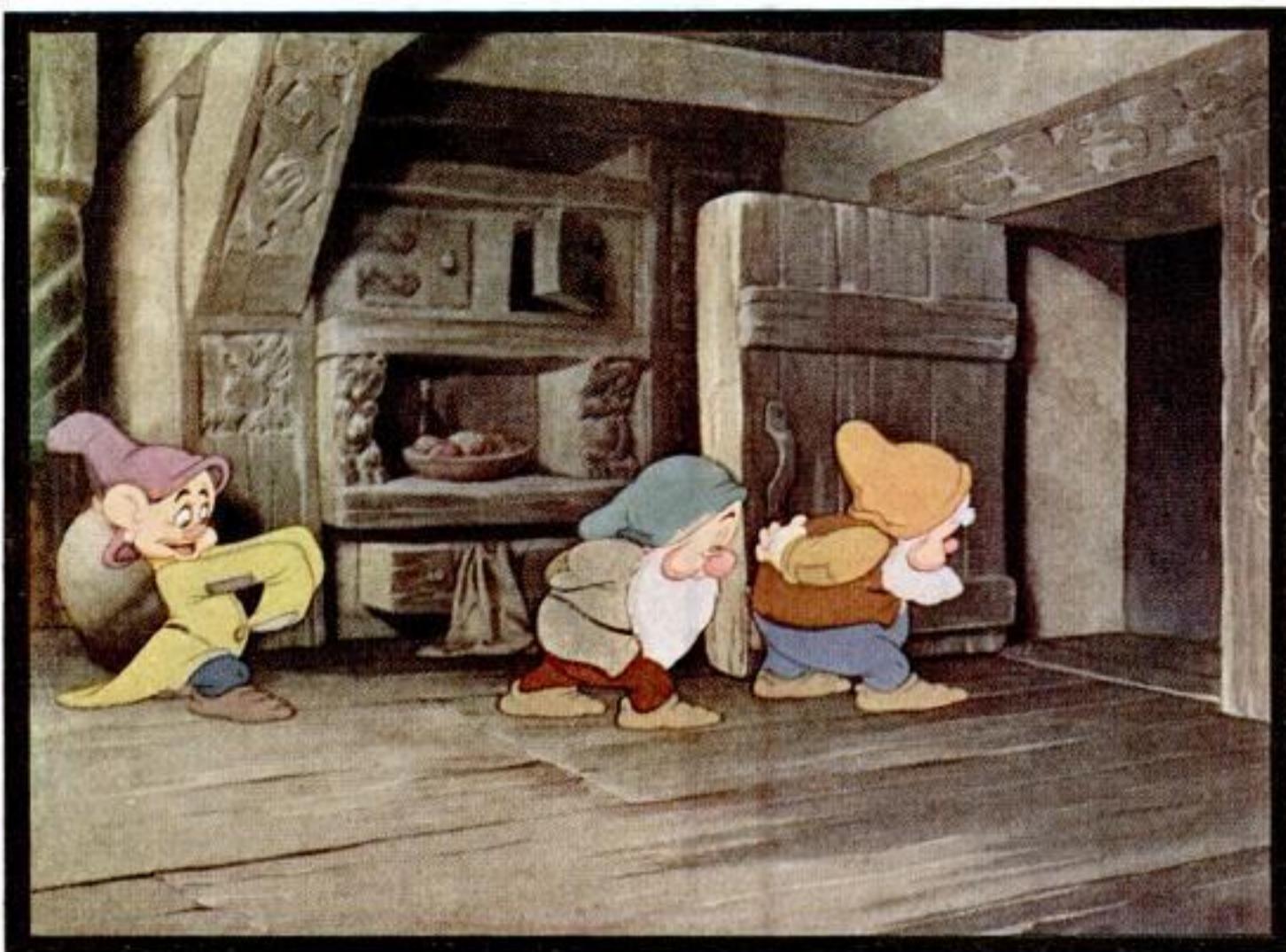
5 But the owners of the pretty little cottage were not seven children. They were seven little old men, bald of head and white of beard, who owned a rich mine under a mountain. When the Seven Dwarfs came home from work that night they were amazed to see a light in their cottage and thought, as they crept to the door, that a monster must surely be inside.



6 When the Seven Dwarfs discovered that the newcomer was no monster but a girl of such beauty as they had never seen, they did not know what to think. But when they saw how Snow-White had tidied up their cottage, when they smelled the pot of soup which was simmering on the stove and heard of the gooseberry pies she could bake, they were entranced.

CONTINUED ON NEXT PAGE

Snow White and the Seven Dwarfs (continued)



7 The Dwarfs wanted to start right in on the supper but Snow-White said that first they must wash. The Dwarfs appeared mystified and Doc suggested that perhaps they had already washed. But Snow-White looked at his hands and sent him to the trough. Washing was something new and Happy and Sleepy looked very glum as they went out the door.



8 Snow-White sewed, washed, cooked and made the seven little beds so well that all the Dwarfs were delighted—all, that is, except Grumpy. The day would come, Grumpy warned, when the wicked Queen would learn where Snow-White was and would punish the Dwarfs for hiding her. "Why," said Grumpy, "she may even be right here now—invisible."



9 Grumpy was voted down and the Dwarfs promised Snow-White that she could stay as long as she wanted. So Snow-White told them a bedtime story, as if they were little children, about a Prince Charming who would some day come for her. The Dwarfs let Snow-White have their bedroom while they found other sleeping places, Grumpy in a cooking pot.



10 Sneezy and Dopey stretched out on a bench in the kitchen and soon all the Dwarfs were sound asleep, snoring in chorus. In the morning, as usual, the little men started off through the forest to their mine, but only after numerous warnings to Snow-White to receive no visitors and beware of the wicked Queen, who possessed the powers of witchcraft.



11 The Queen had learned where Snow-White was from her magic mirror. She turned herself into an old crone and knocked at the cottage door, proffering a poisoned apple. The apple was so big and red and delicious-looking that Snow-White completely forgot the Dwarfs' warnings and accepted it. As soon as she took a bite she fell into a sleeping death.



12 Snow-White was so beautiful, even in death, that the Dwarfs could not find it in their hearts to bury her. So they built a coffin of glass and put her out in the forest. A Prince, who happened by, knelt by the coffin to kiss her and the kiss restored Snow-White to life. They rode away together to the Prince's castle and lived happily ever after.



This 3-inch gun is the mainstay of America's antiaircraft defense. Because it fires 25 12½-lb. projectiles a minute to a

height of 25,000 feet it is one of the most destructive guns in the world. Last summer two Coast Artillery (62nd) gun

crews at Fort Totten (L.I.) registered eight direct hits in 18 seconds on a fast moving target being towed 12,000 feet up.

ARMY DEFENDS THE U. S. FROM AIR ATTACKS WITH THESE THREE TYPES OF GUNS

Photographs for LIFE by Carl M. Mydans

Most laymen believe that the next war will be a series of zooming, annihilating air raids over populous centres. Belligerent nations play up this belief to whip their nationals into a warlike spirit. Expert military men, however, consider the likelihood of such maneuvers slim and the military results, inconsequential. Just as England and Germany during the World War were unwilling to risk prestige and numerical superiority in a major naval encounter, so today, according to smart professional opinions, no nation will risk a large bombing fleet on a nontactical objective. To Army observers, Madrid has proved that air bombs do not wreck a big city, but create atrocity stories useful to the other side. Unpublicized antiaircraft guns have more than kept pace with the progress of aviation.

On this page you see the three types of guns on which U. S. Army today relies as a potent ground defense against air attacks. Their principal purpose is to ward off attacks on military objectives such as factories, railroad stations and munitions depots. The machine gun at left and the gun at top are mobile. The high-powered gun at right is stationary, is now used primarily for the defense of Panama and Hawaii. These large guns can bring down practically any single plane flying below 15,000 feet within 15 shots in fair weather, and seriously hinder the operations of bombing squadrons at 25,000 feet. Under bad weather conditions ineffectiveness of antiaircraft fire is counteracted by the fact that enemy bombers cannot see their objectives.



Browning calibre .50 machine guns fire 500 rounds per minute. These guns are used to stop hedgehopping planes out to destroy antiaircraft batteries or marching troops.



Most destructive weapon is this 105 millimeter fixed mount gun whose 15 33-pound shells a minute can be thrown 50,000 feet in the air to halt even the highest pursuit ship.

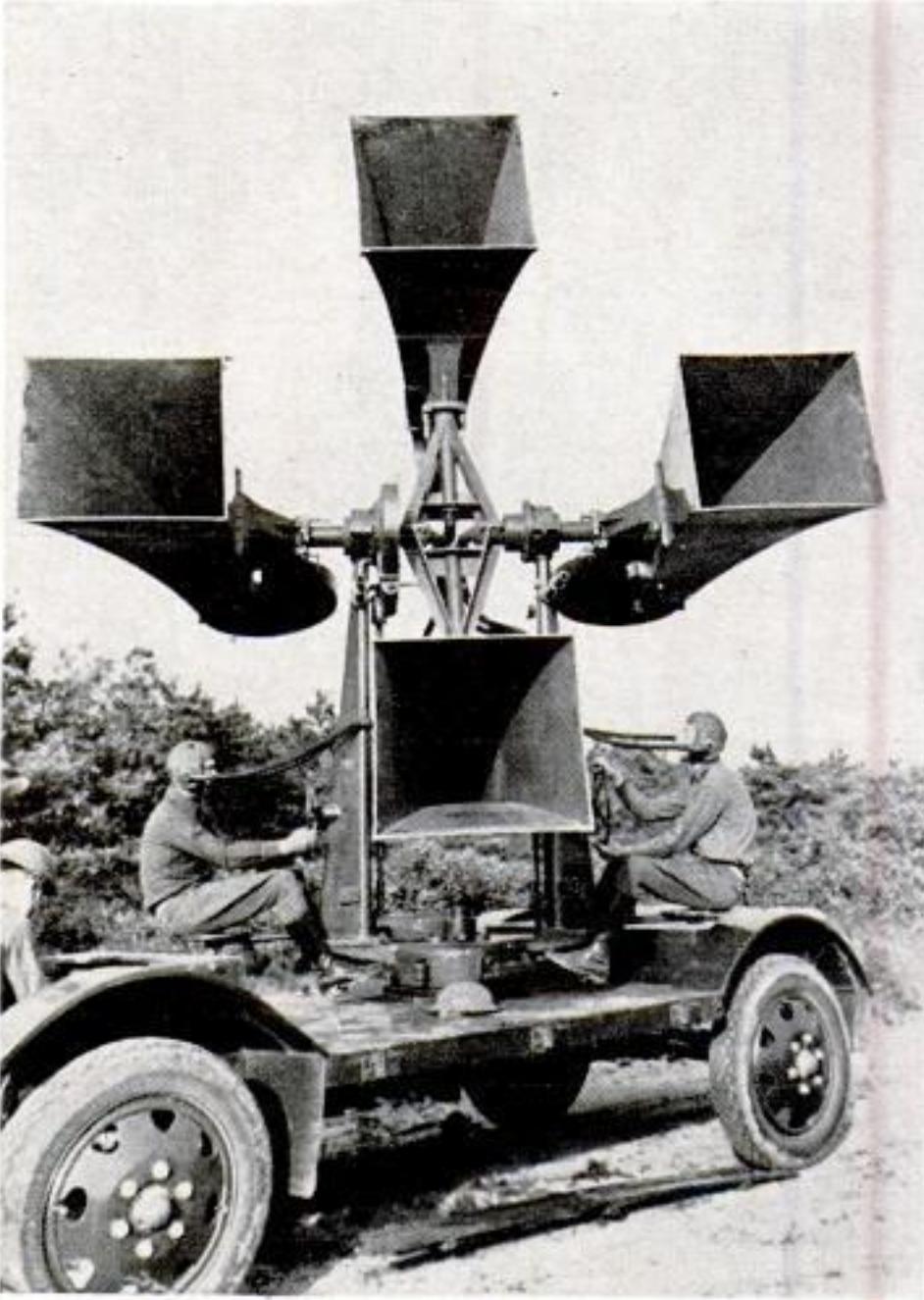
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These devices automatically direct U. S. antiaircraft batteries

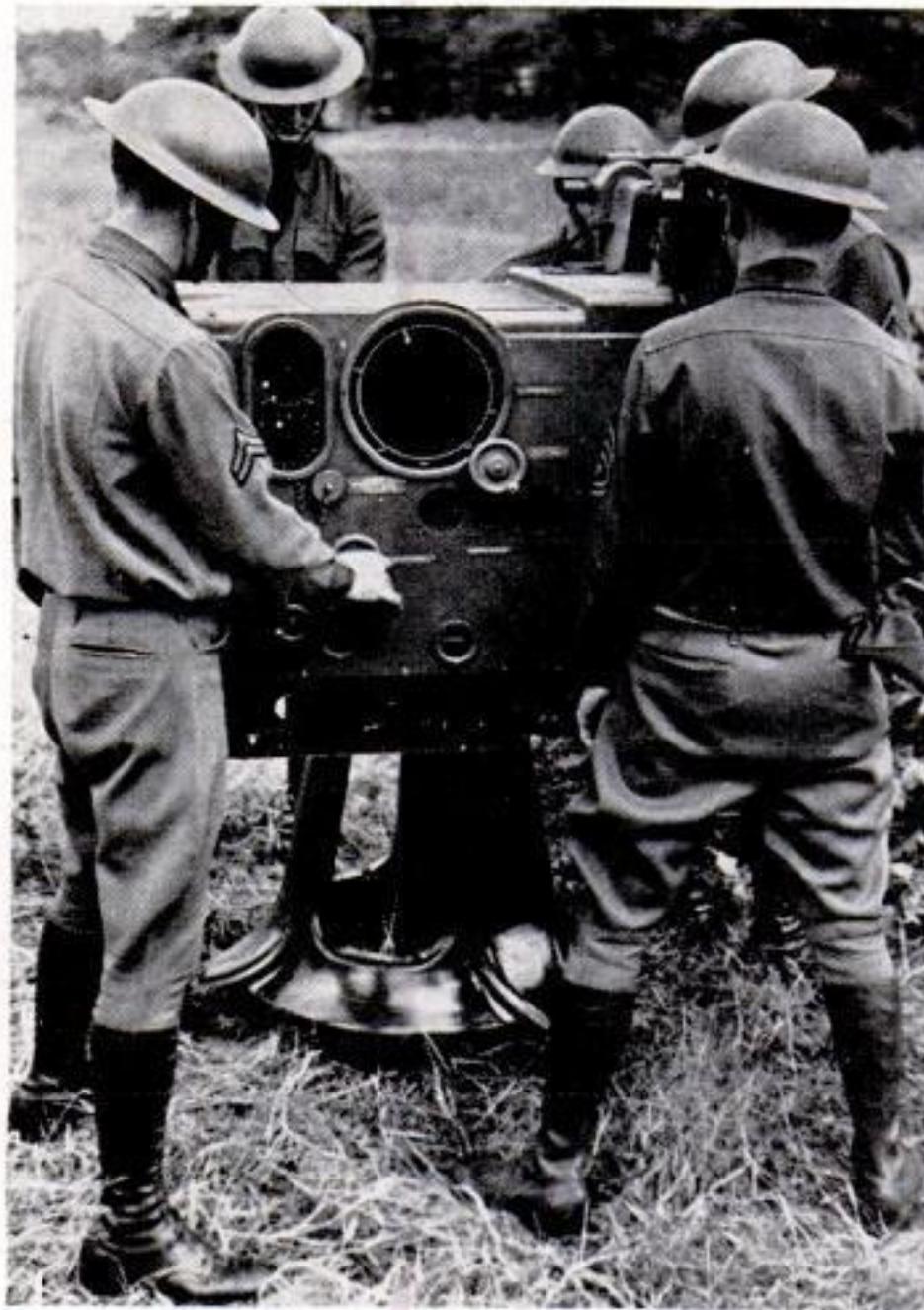
Because modern bombers fly over 200 m.p.h. the antiaircraft battery has usually less than one minute to bring targets under effective fire from the moment the bomber gets within firing range to the instant when it drops its explosives. First computation of a plane's position, altitude and speed is accomplished in five seconds; succeeding computations then flow continuously.

Chief reason for U. S. antiaircraft excellence is the secret firing-

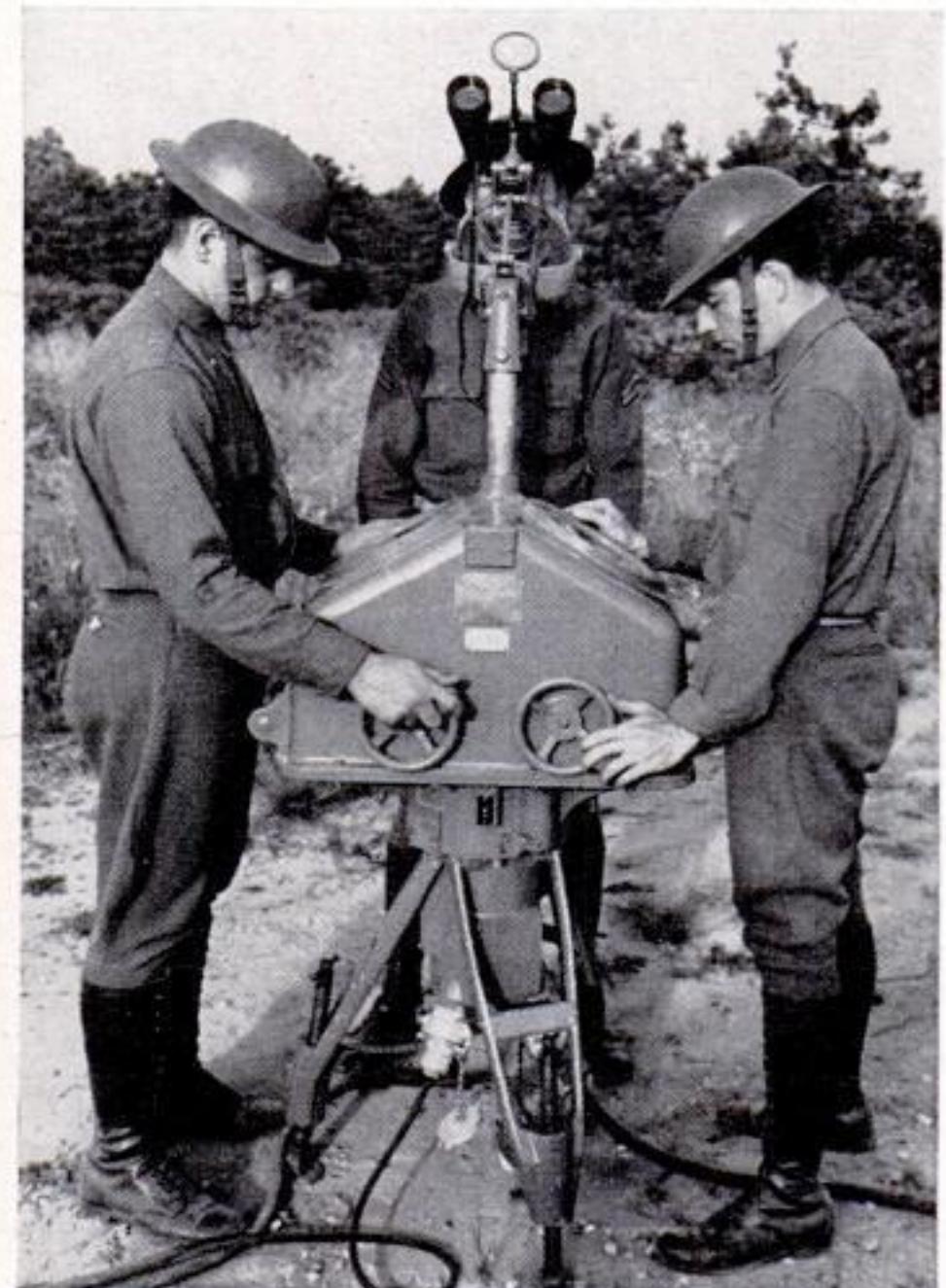
control system, key of which is the \$30,000 Sperry-Wilson data computer or director (below, centre). It receives information from the altitude finder, automatically digests it, aims the four guns in the battery on the approaching planes. In addition, the apparatus takes into account the distance covered by the plane between the time of firing the projectile and the burst, and corrects for wind and drift. This automatic brain has made possible accurate aiming.



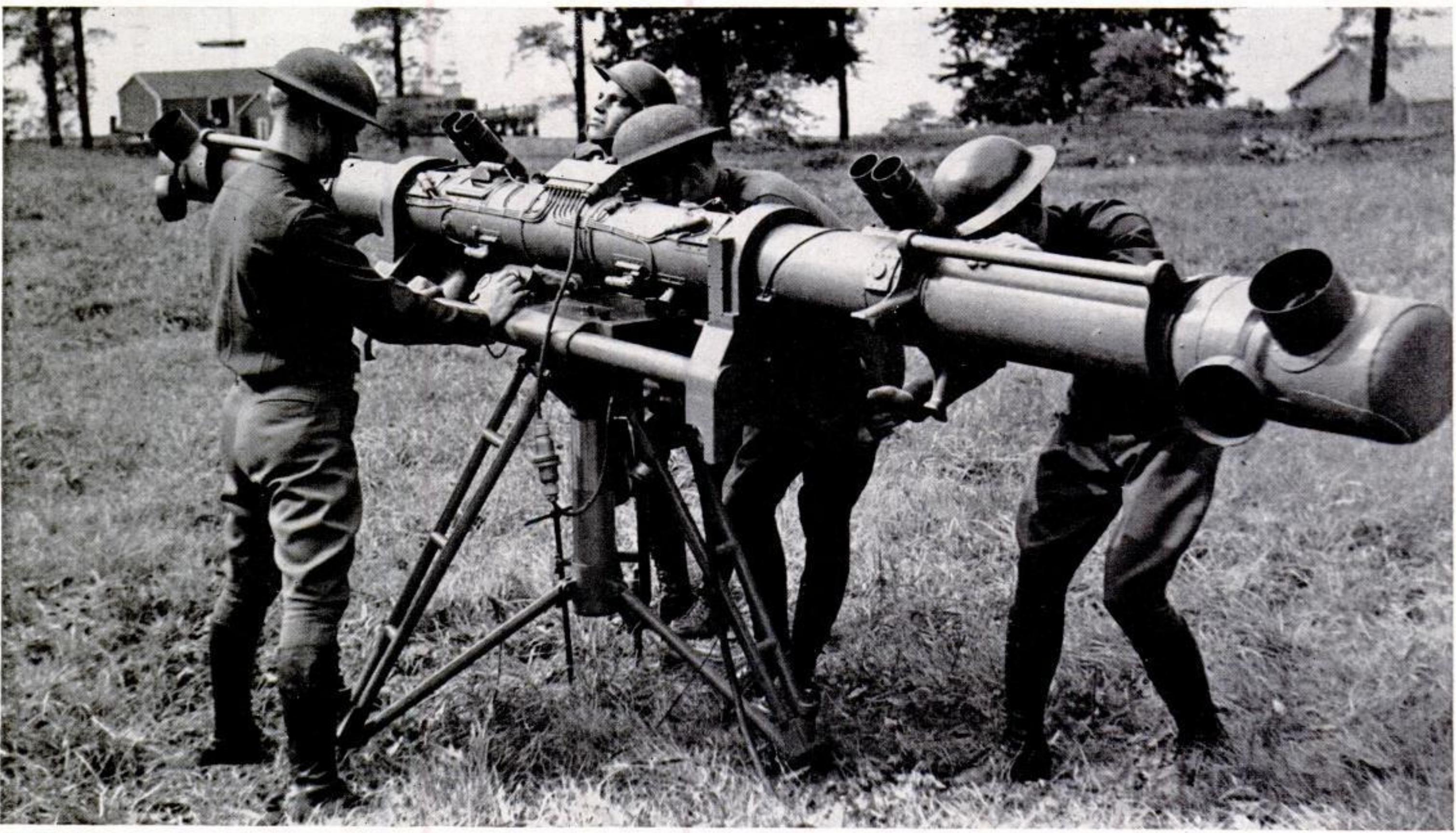
Sound locator is a cluster of four giant "stethoscopes" which detect flight direction of an attacking plane from motor noises as far away as 15 miles. Compensation is made for the distance plane has moved before noise is heard.



Director receives height figures from the altitude finder (below), predicts the future position of the plane. This data and fuse setting information is automatically conveyed to the battery of four guns by electrical impulses.



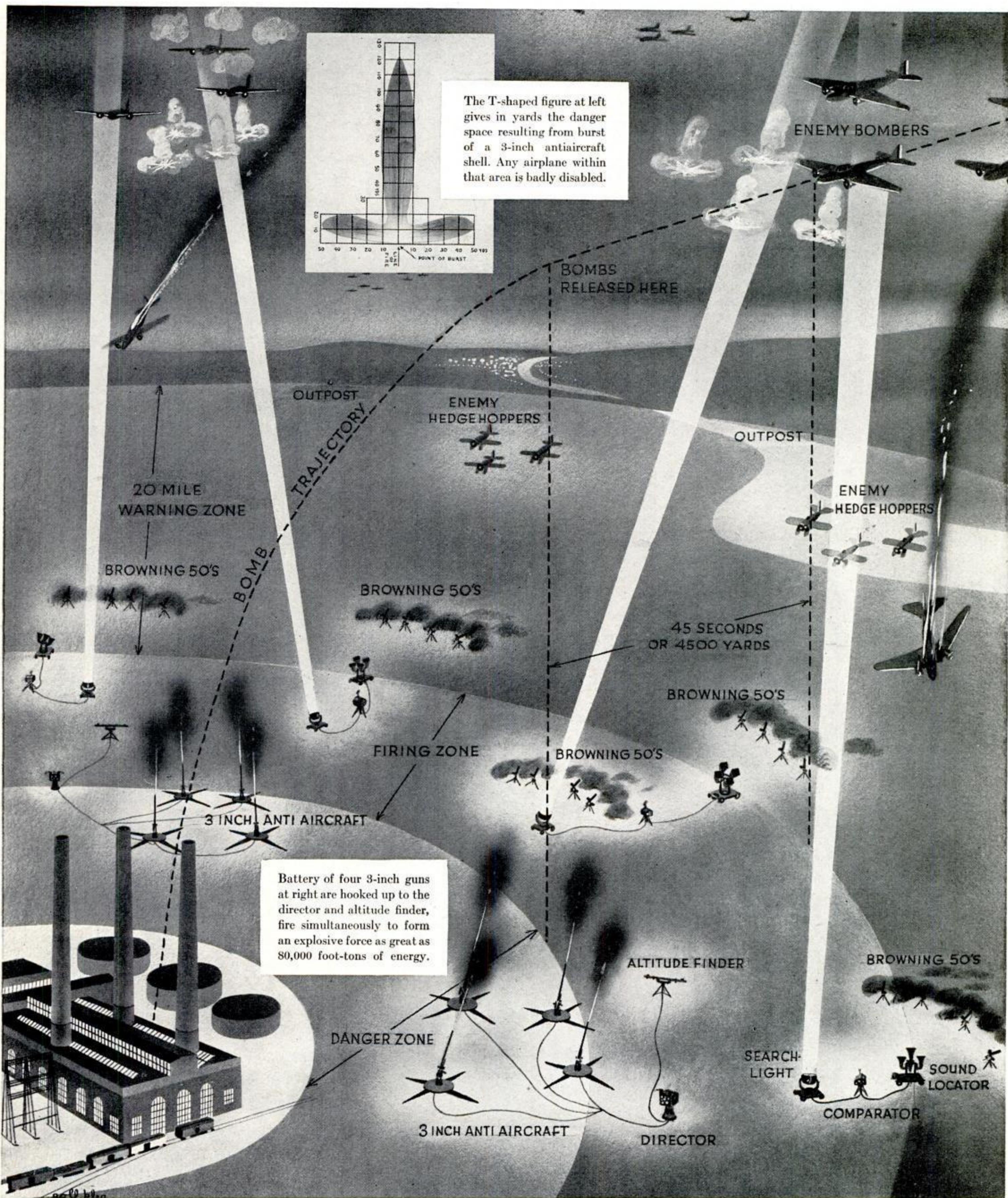
Comparator used for night work is connected to the sound locator which gives the approximate position of the enemy. From this, the comparator aims the searchlights at the planes, moves the beams in spirals until they are located.



Altitude finder, shown here in operation, is used to determine the height of the plane, and conveys this data to the director which predicts the position of the target the

instant the shells reach it. This assumption is permissible since all bombers must fly quite a distance in a straight line to be able to aim correctly at any objective. During the

day under favorable conditions the altitude finder by itself locates the enemy plane. At night it can only sight a plane when the latter has been revealed by the searchlight.



Air Defense of Munitions Plant

Above you see how a munitions factory—a typical military objective—would be safeguarded from a night aerial raid. As the enemy can usually dive on the objective from any direction, the defense is built in concentric circles around the factory. Primary

purpose is to ward off the attacking hedgehoppers and bring down or repulse the high flying bombers before they can release any bombs. The outposts on the edge of the outer circle, 25 miles from the factory, warn headquarters of approaching planes. When the speedy hedgehoppers get within range they are strafed by Browning .50's. The enemy

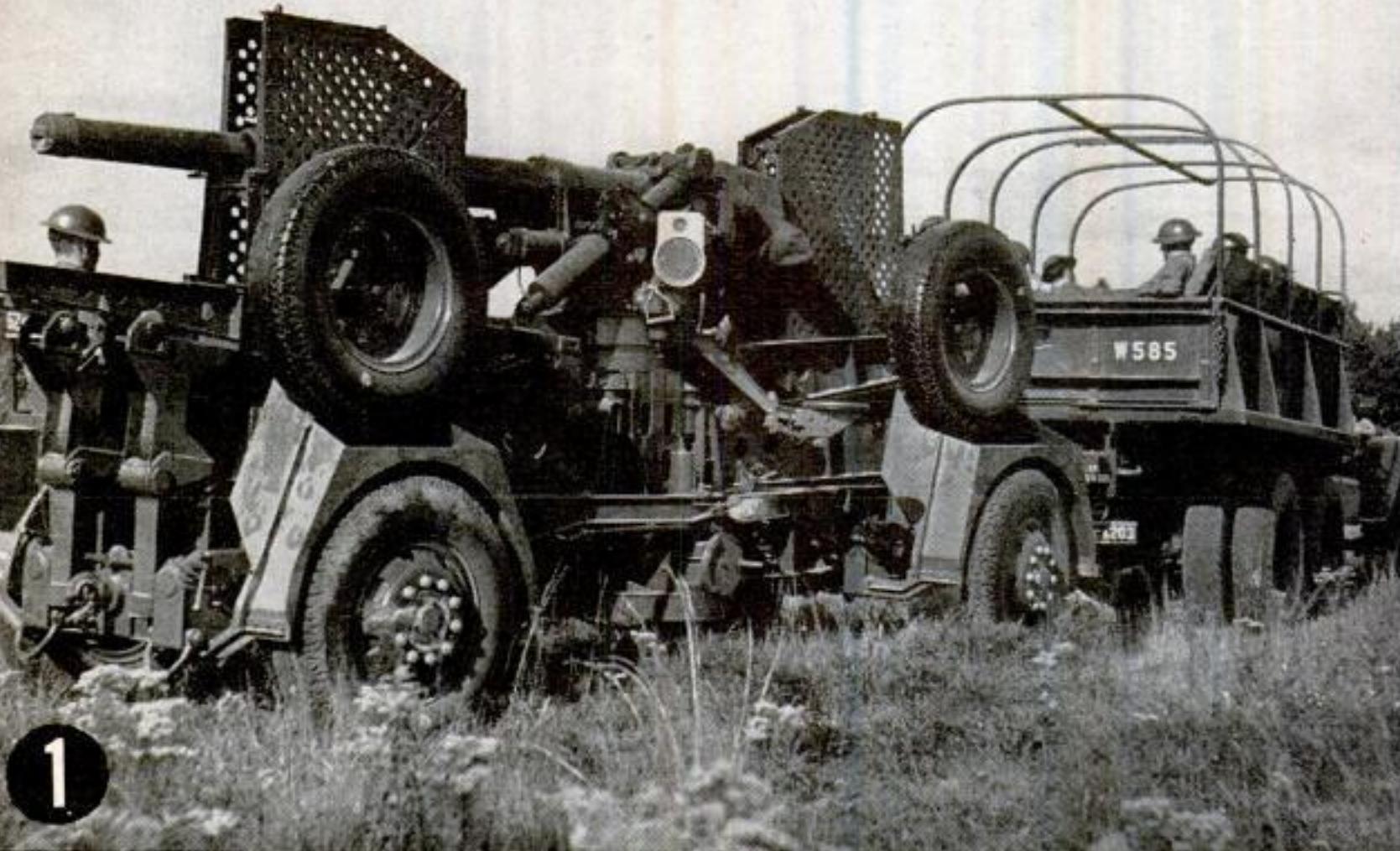
bombers, in the meanwhile, have been located by the sound locator, searchlights and altitude finder. They sprint through the dangerous 45 second firing-zone in the midst of bursting antiaircraft shells. If they can reach the inner edge (3,000 yards from the factory) of the danger zone they drop bombs which follow the curve trajectory, blow up the factory.

CONTINUED ON NEXT PAGE

This antiaircraft gun goes into action in 12 min.

(continued)

Page 38



POWERFUL TRUCK MANEUVERS GUN AND FOLDED MOUNT INTO FIELD POSITION



GUN CREW REMOVES ONE BOGIE, AND PULLS OUT COLLAPSIBLE OUTRIGGERS



JOINTED OUTRIGGERS ARE UNFOLDED TO FORM FOUNDATION FOR EIGHT-TON GUN



AS FOURTH OUTRIGGER IS PLACED IN POSITION, JACK LOWERS GUN CARRIAGE TO BASE



THE WORKING PLATFORM IS LAID DOWN AND THE MUZZLE COVER IS TAKEN OFF



JUST 12 MINUTES LATER THE GUN IS FIRING AWAY FULL BLAST

A HOLIDAY MESSAGE TO THE DRIVERS OF TRUCKS

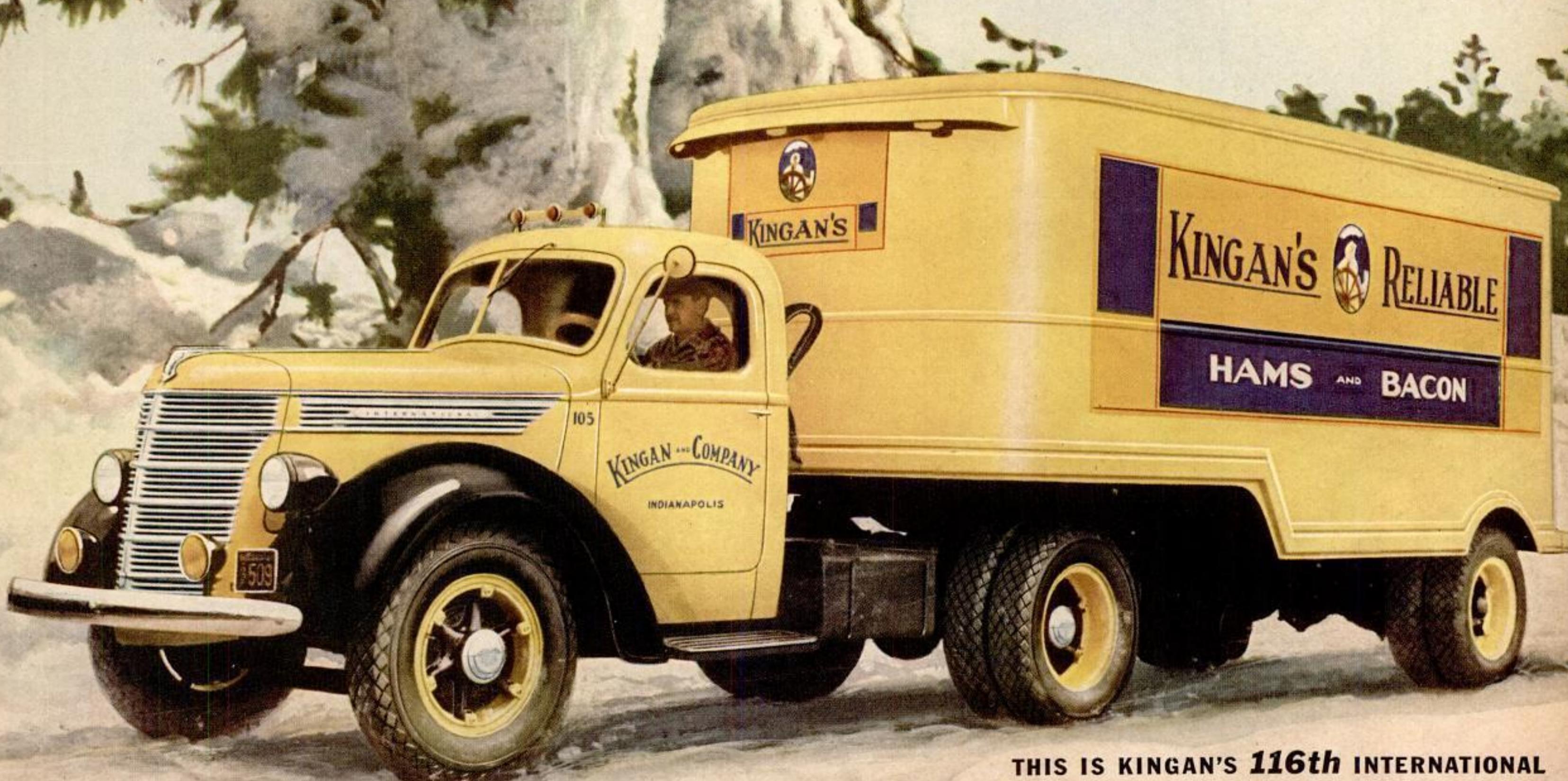
MARK TWAIN once said, "The weather is always getting up new designs and trying them on people... I have counted one hundred and thirty-six different kinds of weather inside of twenty-four hours."

Right now the icy blasts of the Arctic are descending on the northern hemisphere. From its training camp up at Medicine Hat, winter rushes down in its attack on all but a favored few of the southern states. Many of us in the north can scurry to cover and stay there in comfort most of the time. But trucks and their drivers stay out and face the music. Daily deliveries are made; cross-country transit keeps to its heavy schedules; meat, milk, and merchandise of a thousand kinds are put through to destination as on a day in June.

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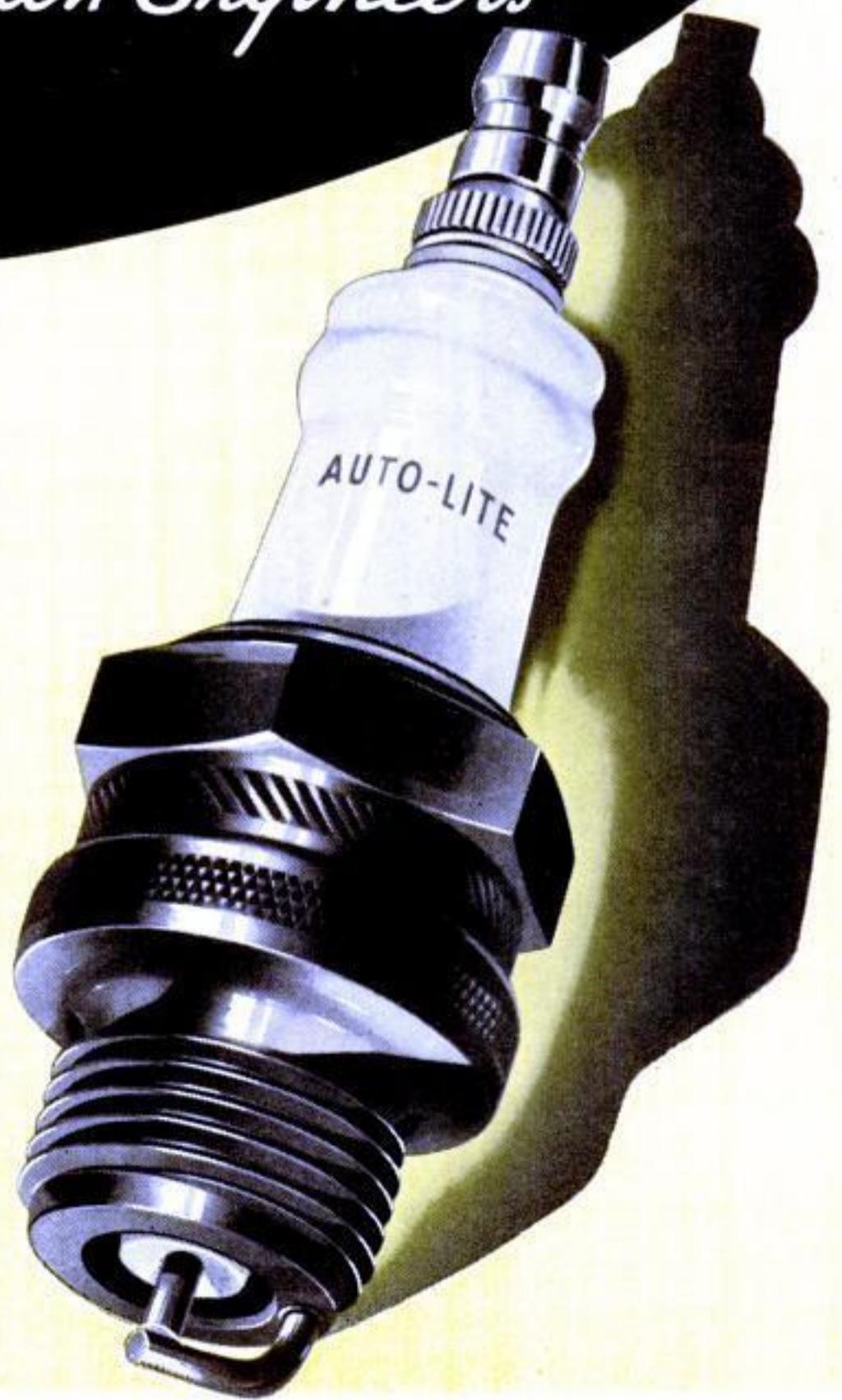
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OPERA OPENER

The Metropolitan Opera opened in Manhattan, Nov. 29, with a dazzling audience providing a brilliant show and a brilliant cast of singers providing a dazzling performance of Wagner's *Tristan and Isolde*. Hero of the opera was Lauritz Melchior who, with his round Danish face disguised by Tristan's beard and make-up man's pencil (above), reminded critics

that his *Tristan*, like Kirsten Flagstad's *Isolde*, ranks among the great Wagnerian portrayals of all time. But the real hero of the occasion for both sides of the footlights was Richard Wagner, dead half a century. This composer's once-shunned *Tristan* is now the Met's box-office bulwark. Its untraditional choice for the season's opener proved thoroughly justified.



OF MICE AND MEN: NEW YORKERS FLOCK TO SEE A BRUTAL STAGE MURDER



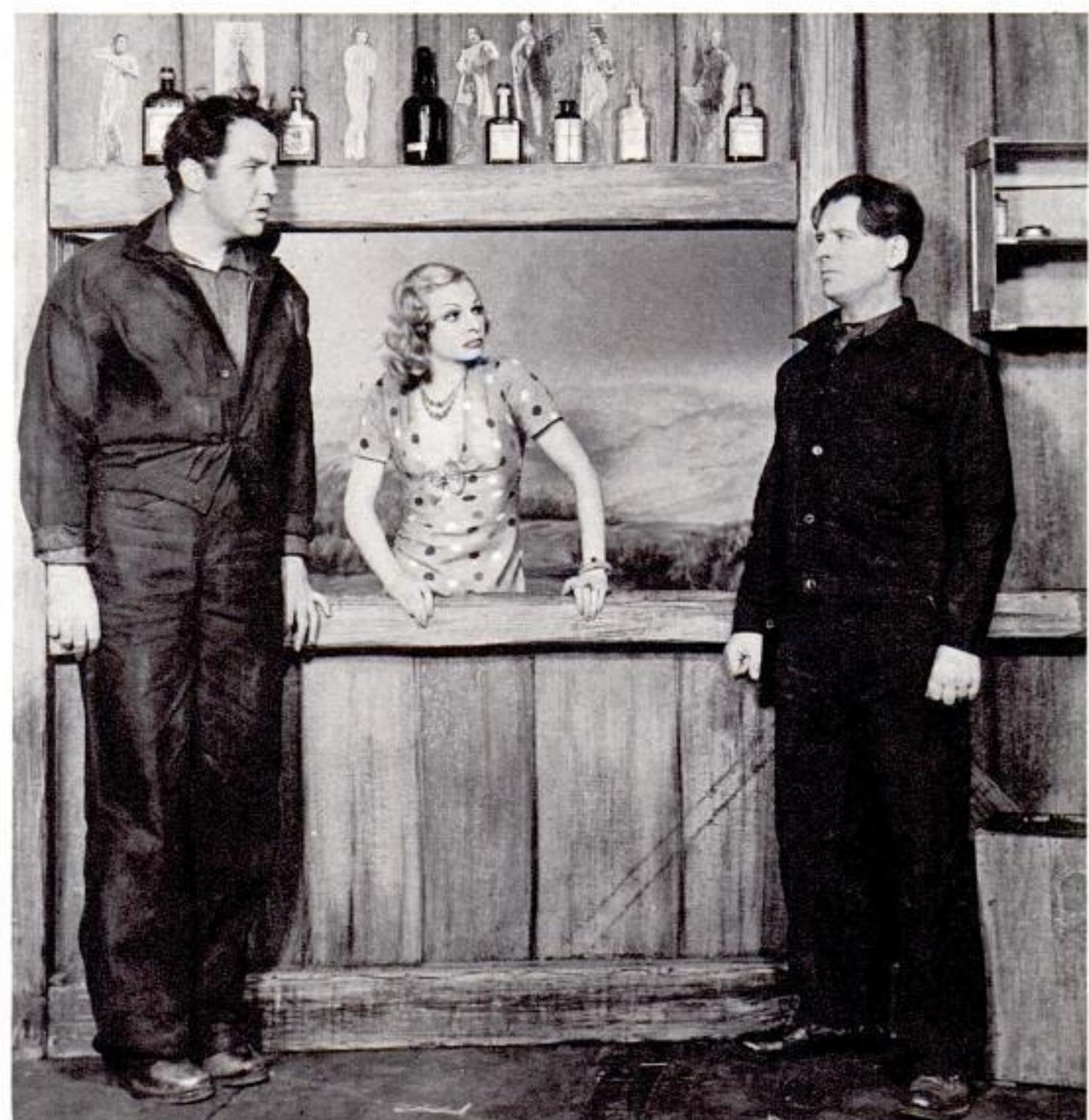
"Give me that mouse," demands little George (Wallace Ford) of big Lennie on their way to a new ranch job. Lennie likes to pet soft things, often crushes them. Both have just fled from another job, because Lennie wanted to touch the bright red dress of a girl.



In the bunkhouse, George and Lennie meet old Candy who, like them, yearns for a little piece of land he can call his own. When his old dog is shot because it "stinks too bad," Candy offers them his \$350 savings to help buy the ranch they all dream about.

Out of the West last winter came a strange little book by John Steinbeck about two migratory workers held together by a deep affection. One is Lennie, a big, brainless hulk, so strong that he kills everything he touches. The other is George, small but quick-witted enough to think for both of them. When Lennie kills the flirt of the ranch and is hounded by a posse, it becomes George's heartbreak task to give him a merciful death.

Recently mounted as a drama on the New York stage, *Of Mice and Men* loses some of its glowing sympathy for simple people, some of its tenderness. What remains is a story of brute strength and murder, so raw in speech and action that audiences are stunned. The scene in which Lennie (above) played by Helen Broderick's big son Broderick Crawford, strokes the flirt's hair, then breaks her neck (opposite page), is perhaps the most brutal killing yet acted on the U. S. stage. It set critics raving, started ticket buyers rushing to the box office.



Curley's new wife (Claire Luce) finds nobody to talk to after she has married the boss's son. She hangs around the bunkhouse (above), arousing Curley's jealousy, George's fear, Lennie's interest. In the barn (opposite) she finds Lennie, induces him to stroke her hair.



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Of Mice and Men (continued)



The posse tracks Lennie to the Salinas River where the two men camped on their way to the ranch. Curley (arm in sling) says: "Shoot for his guts." George, who has already hidden Lennie in the bushes, watches them spread out down the river.



"Look across the river," says George, pulling out a Luger. Then he recites again the wonders of their dream ranch.



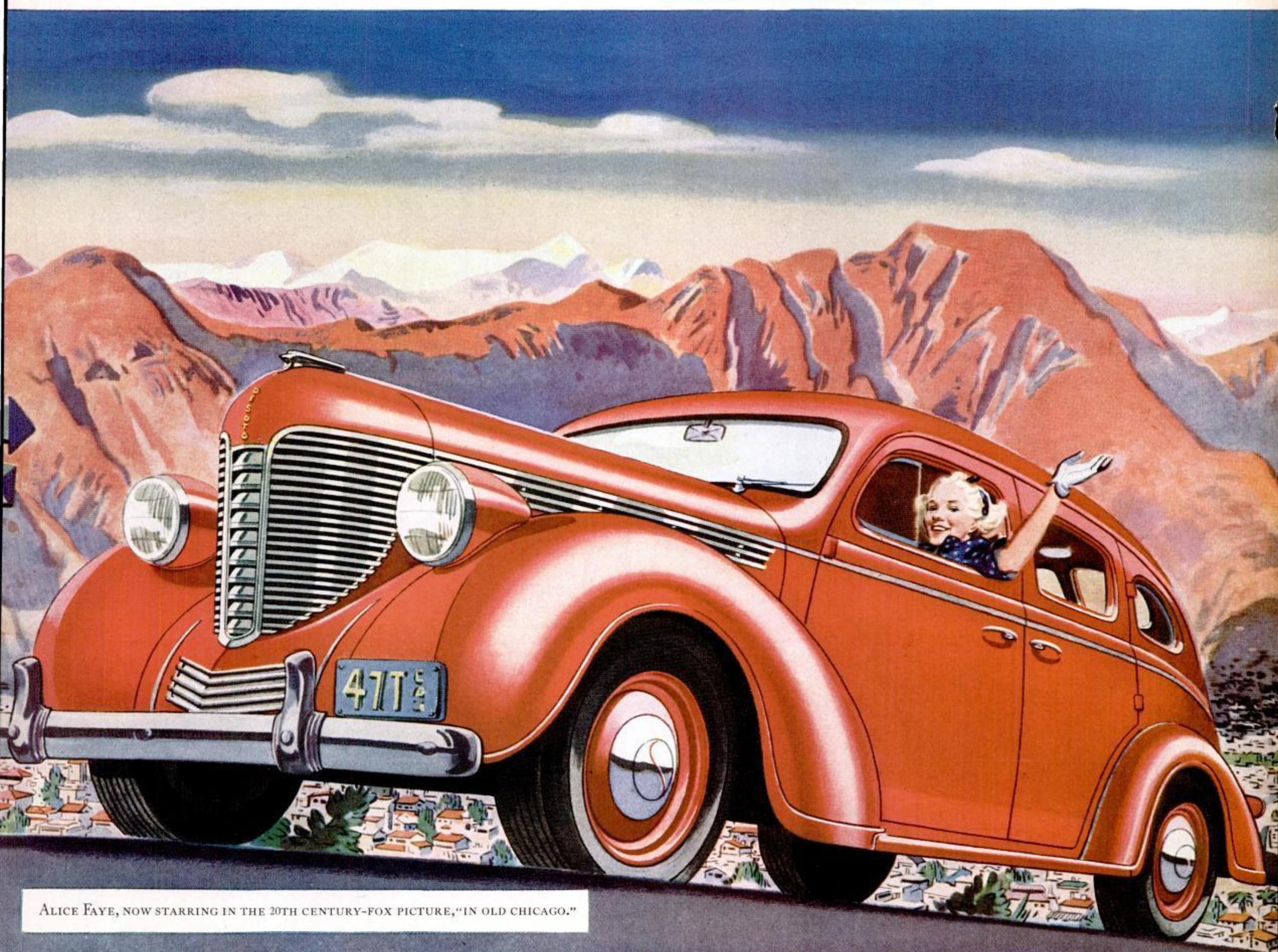
"I can see it, George," cries Lennie, dreaming of the little place where he will have furry rabbits to feed and pet.



With a shot in the head, George mercifully kills big witless Lennie whom he has traveled with and cared for like a child. Then he stumbles along the riverbank as the posse, headed by Curley, is heard running back at the sound of the shot.

WAKE UP AND DRIVE

THE SMARTEST CAR OF 1938!



ALICE FAYE, NOW STARRING IN THE 20TH CENTURY-FOX PICTURE, "IN OLD CHICAGO."

Alice Faye skims over
the hills back of
Hollywood in her big
new De Soto

A BEAUTIFUL GIRL and a beautiful car—both going places! Wherever you look you'll find it's true—smart people are picking this wonderful new De Soto!

The answer? Simple as ABC. Today, De Soto gives you *fine-car* features at *small-car* cost. Superb appearance...the luxury of a "cushioned" ride...thrilling performance...and plenty of room for six people!

You get "lightning-fast" pick-up with the improved 93-h.p. "Economy Engine." Easier shifting and easier steering—no "road-shock." Bigger hydraulic brakes stop you quickly, surely. You ride in a Safety-steel body rub-

ber-mounted on a stronger, heavier frame. This new De Soto gives you *plus*-value, right straight through!

Yet this *big* car is priced just above the lowest...and costs no more to run than most *small* cars! Don't wait any longer—see your De Soto dealer now! DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

**SEE YOUR
DE SOTO
DEALER**
FOR A
**GREAT CAR, FINE SERVICE
AND A SQUARE DEAL**

"THAT'S CERTAINLY A
SWELL CAR, ALICE."
—
"YES, I'M CRAZY ABOUT
ITS CUSTOM FEATURES
...YOU WOULDN'T
BELIEVE IT'S PRICED
JUST ABOVE THE LOWEST!"

IT'S AMERICA'S SMARTEST LOW-PRICED CAR

QUICK FACTS: 1. "Lightning-fast" pick-up... Improved 93-h.p. "Economy Engine." 2. Patented Floating Power engine mountings. 3. Longer wheelbase...119 inches. 4. Bigger hydraulic brakes. 5. Easier shifting. 6. Safety-steel body rubber-mounted on a bigger, stronger frame. 7. Luxurious Safety Interior. 8. "Cushioned" ride with airplane-type shock-absorbers. 9. Easier steering...no "road-shock." Ask for the Commercial Credit Company Finance Plan.

TUNE IN MAJOR BOWES' AMATEUR HOUR—COLUMBIA NETWORK—THURSDAYS, 9 TO 10 P. M., E. S. T.

Gifts from Hollywood



MAX FACTOR'S POWDER IN XMAS BOX

Is she blonde or brunette, brownette or redhead? . . . here is her correct color harmony shade of Max Factor's Face Powder, the favorite of Hollywood's beautiful screen stars, in a smart Christmas gift box.

\$1.00



FRANCES DEE
Paramount



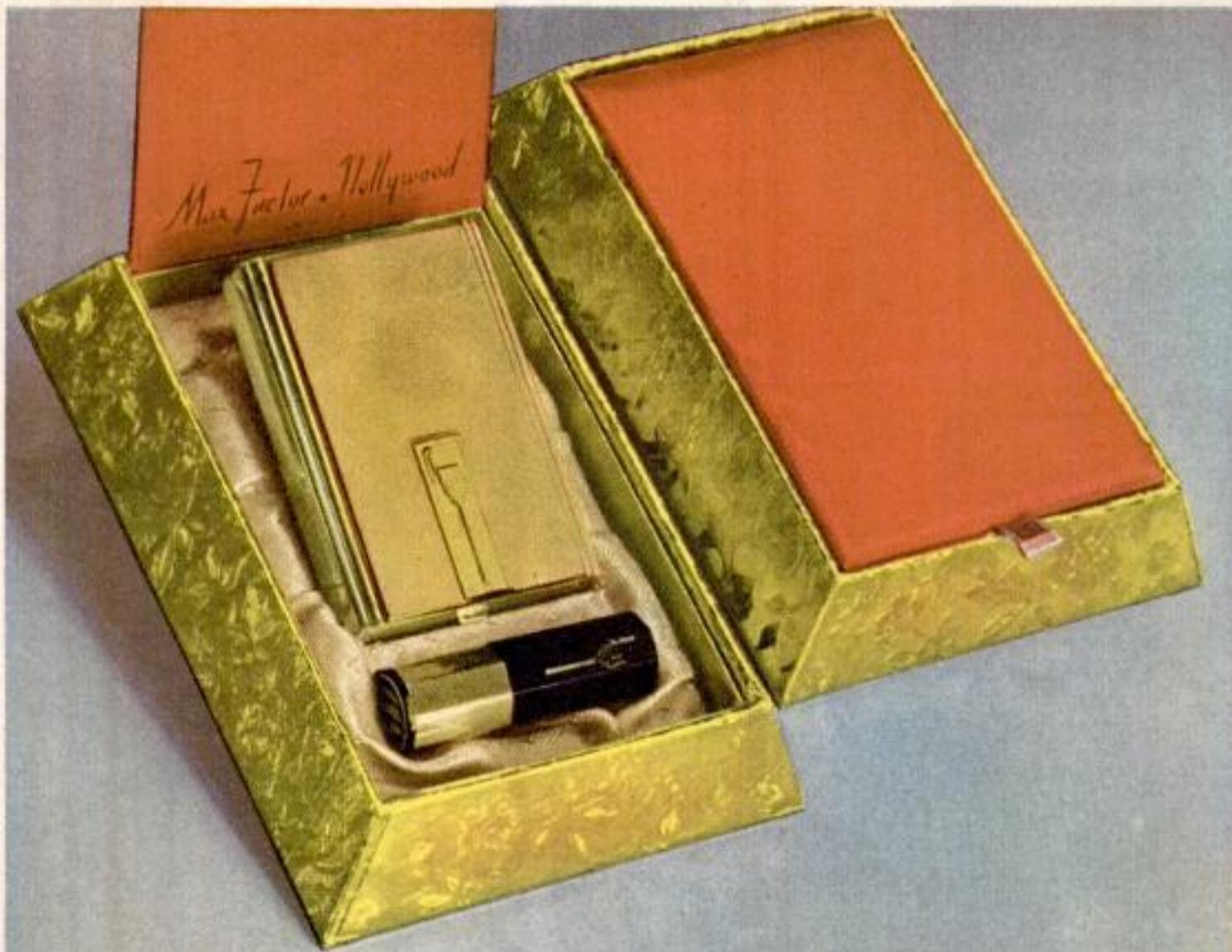
MAX FACTOR'S Autographed MAKE-UP SET

A gift that will make any girl's heart beat faster . . . Max Factor's Powder, Rouge, Lipstick sets for blonde, brunette, brownette, redhead, with autographs of Anne Shirley, Jean Arthur, Ruby Keeler, Sylvia Sidney.

\$2.50



JEAN ARTHUR
Columbia



MAX FACTOR'S VANITY-LIPSTICK SET

The new Max Factor Vanity for rouge and loose powder . . . Hollywood's sensation of the year . . . and Max Factor's Super-Indelible Lipstick are boxed together to create a make-up gift of jewel-like elegance.

\$3.00



ANNE SHIRLEY
RKO-Radio

CREATED BY *Max Factor*

HOLLYWOOD'S MAKE-UP GENIUS *offers Something New* FOR CHRISTMAS GIFTS!

WHEN CHRISTMAS GIFTS are unwrapped, be sure that your gift is one that will bring a thrill of pleasure and one that will be remembered. A "Gift from Hollywood," from the world-famous Max Factor Make-Up Studio, will assure this . . . and doubly so, because this gift will be personal.

To give individuality to Christmas gifts, Max Factor created "Personalized" make-up sets...for blonde, brunette, brownette or redhead. They contain the personal color harmony make-up for each type of beauty as created by Max Factor for Hollywood's beautiful screen stars. Now you can choose a cosmetic gift and know that it will be correct, perfect...so this year give a "Gift from Hollywood."

Max Factor • Hollywood
"Cosmetics of the Stars"

FEATURED BY LEADING STORES



BARBARA STANWYCK
RKO-Radio

MAX FACTOR'S SPECIAL MAKE-UP SET

Hollywood make-up requisites which every girl wants are contained in this lovely Christmas box...Max Factor's Face Powder, Rouge, Super-Indelible Lipstick, Melting Cleansing Cream and Skin Freshener.

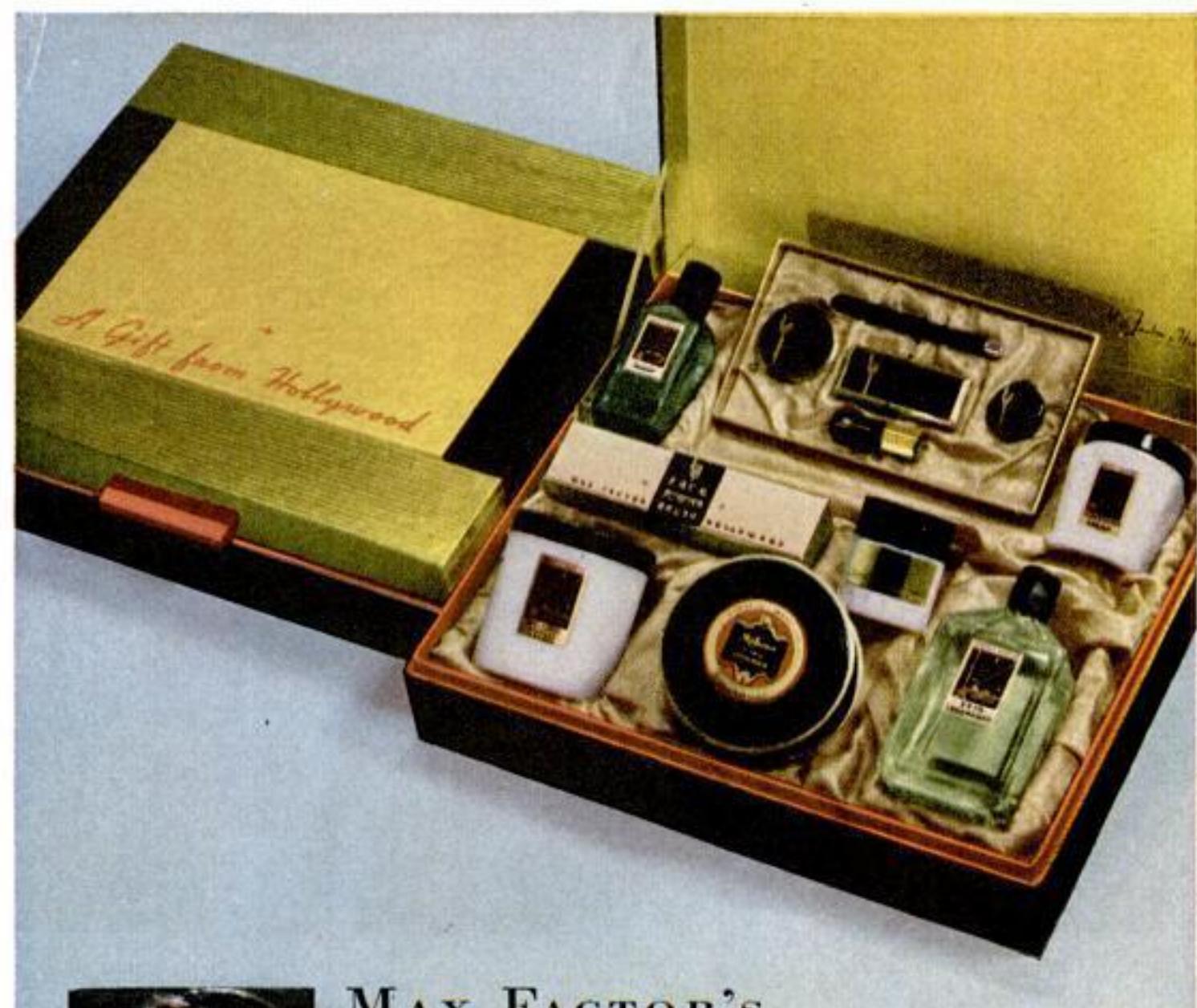
\$4.50



MAX FACTOR'S COLOR HARMONY SET

Correct color harmony make-up for blonde or brunette, brownette or redhead...this luxurious Christmas gift box contains Max Factor's Face Powder, Rouge, Super-Indelible Lipstick, Melting Cleansing Cream, Skin Freshener, Eyelash Make-Up, Eye Shadow and Eyebrow Pencil.

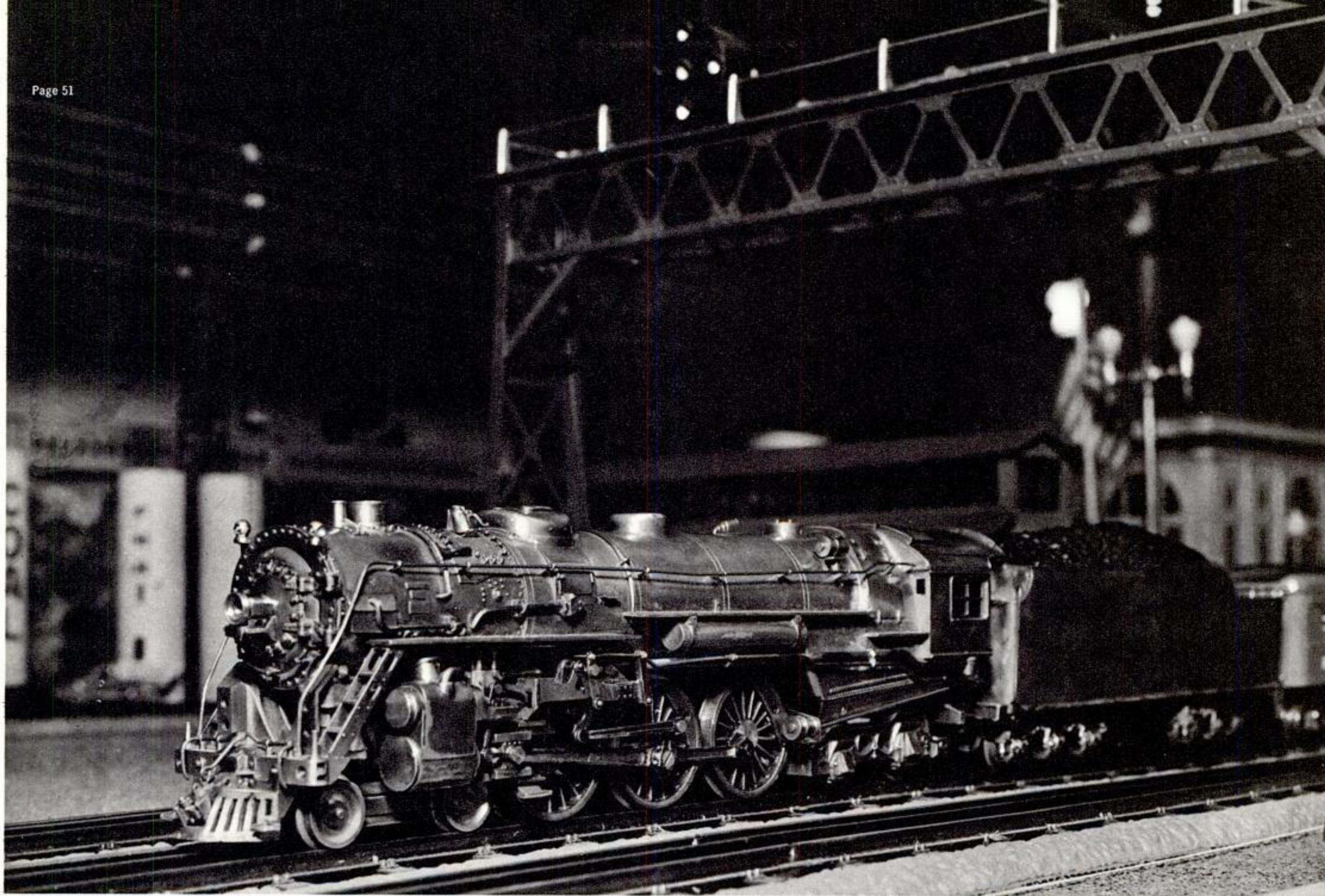
\$6.50



MAX FACTOR'S DELUXE MAKE-UP SET

The perfect Christmas Gift - this beautiful box contains... Max Factor's Face Powder, Rouge, Super-Indelible Lipstick, Make-Up Foundation, Melting Cleansing Cream, Skin Freshener, Skin and Tissue Cream, Eyelash Make-Up, Eye Shadow, Eyebrow Pencil, Brillox and Face Powder Brush.

\$10



THIS IS THE PRIDE OF THE LIONEL LINE: A 24-INCH SCALE MODEL OF A HUDSON-TYPE LOCOMOTIVE. TO BUILD IT COST \$60,000

BIGGEST TOY-TRAIN MAKER HAS BIGGEST YEAR

Photographs for LIFE by Wallace W. Kirkland

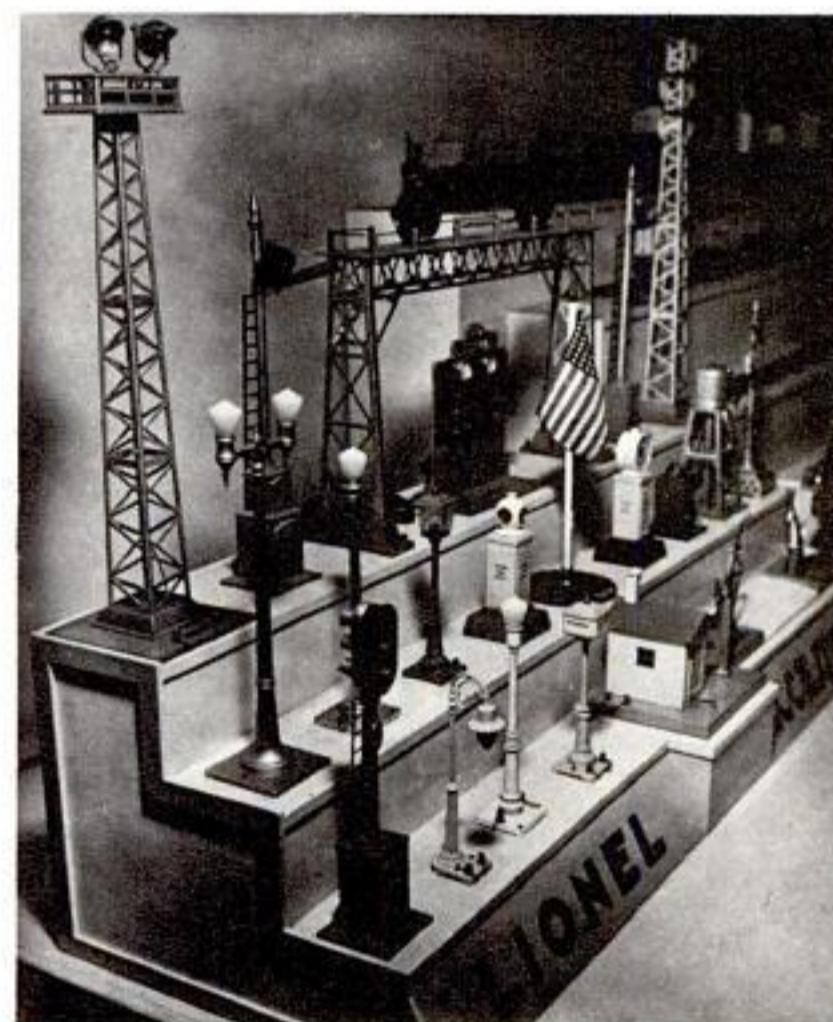
Although a great many U. S. railroad companies have found 1937 a year of financial worry (see page 18), there is one railroad company which has found it a cause for corporate joy. This is the Lionel Corp. which this year enjoyed the biggest year in its 37-year history.

Lionel has produced 400,000 locomotives, 1,200,000 railroad cars, 3,000,000 feet of steel track, and will finish 1937 with a gross income of about \$3,500,000. Lionel is the biggest toy-train maker in the world, manufacturing two-thirds of all U. S. toy trains. Until this year, Lionel was a privately-owned corporation controlled by its president, Joshua Lionel Cowen, who pioneered in electrifying toy-trains when he founded Lionel in

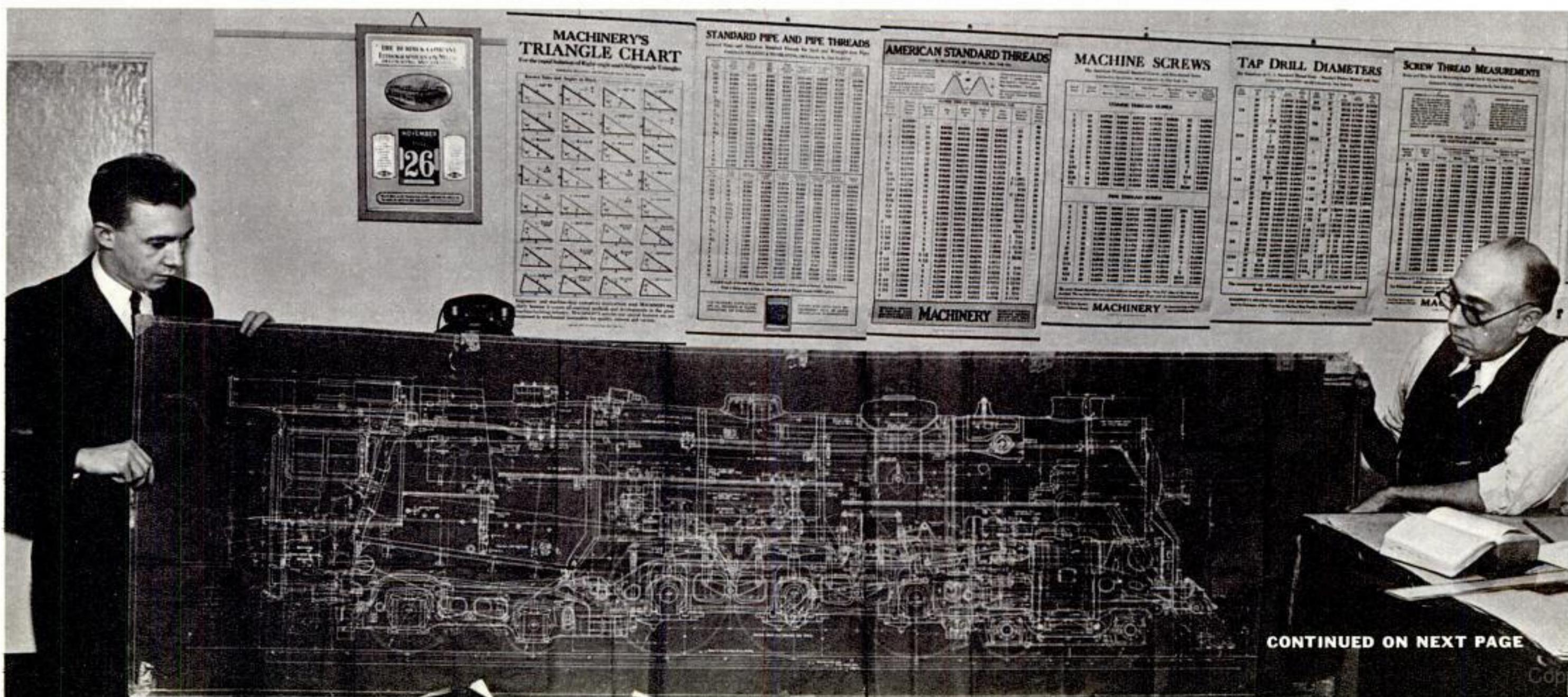
1900. Last summer, its stock was publicly offered.

This year, Lionel is proud not only of its well-being but of its latest and most perfect toy locomotive: the precise scale model of the 340-ton, \$90,000 Hudson-type locomotive shown above. Lionel spent two years and \$60,000 on plans, tools and dies before its first Hudson engine slid off the assembly line in Irvington, N. J. last month. Lionel sells this locomotive for \$75 with all trimmings.

Americans this year will spend about \$10,000,000 on toy-railroads. Some 20% of the sales, Lionel estimates, will be to adults for adults. Lionel hesitates to estimate how many adults buy trains for their children and then monopolize the trains themselves.



FROM THIS EIGHT-FOOT BLUEPRINT, THE 24-INCH MODEL AT TOP WAS FASHIONED. ABOVE RIGHT: TOY-RAILROAD EQUIPMENT



CONTINUED ON NEXT PAGE

Copyrighted material



THE GIFT THAT CLICKS throughout the year

CASCO

A U T O M A T I C
C I G A R L I G H T E R
.. F O R H I S C A R ..

P A C K A G E D I N
S P E C I A L G I F T B O X



**FEATURED ON 1938
MODELS BY 14 CAR
MANUFACTURERS**

● Give him a Casco Automatic Cigar Lighter for Christmas and he'll think well of you every time he lights a cigarette. This is the new lighter car manufacturers have adopted because of its *Safety Automatic* feature. It's controlled by a thermostat. Ends dangerous fumbling for a light. Can't fail. Guarantees a perfect light every time. Quickly installed on any car. Ask your garage, service station or accessory dealer for a demonstration.

PRICE \$2.50
F U L L Y G U A R A N T E E D

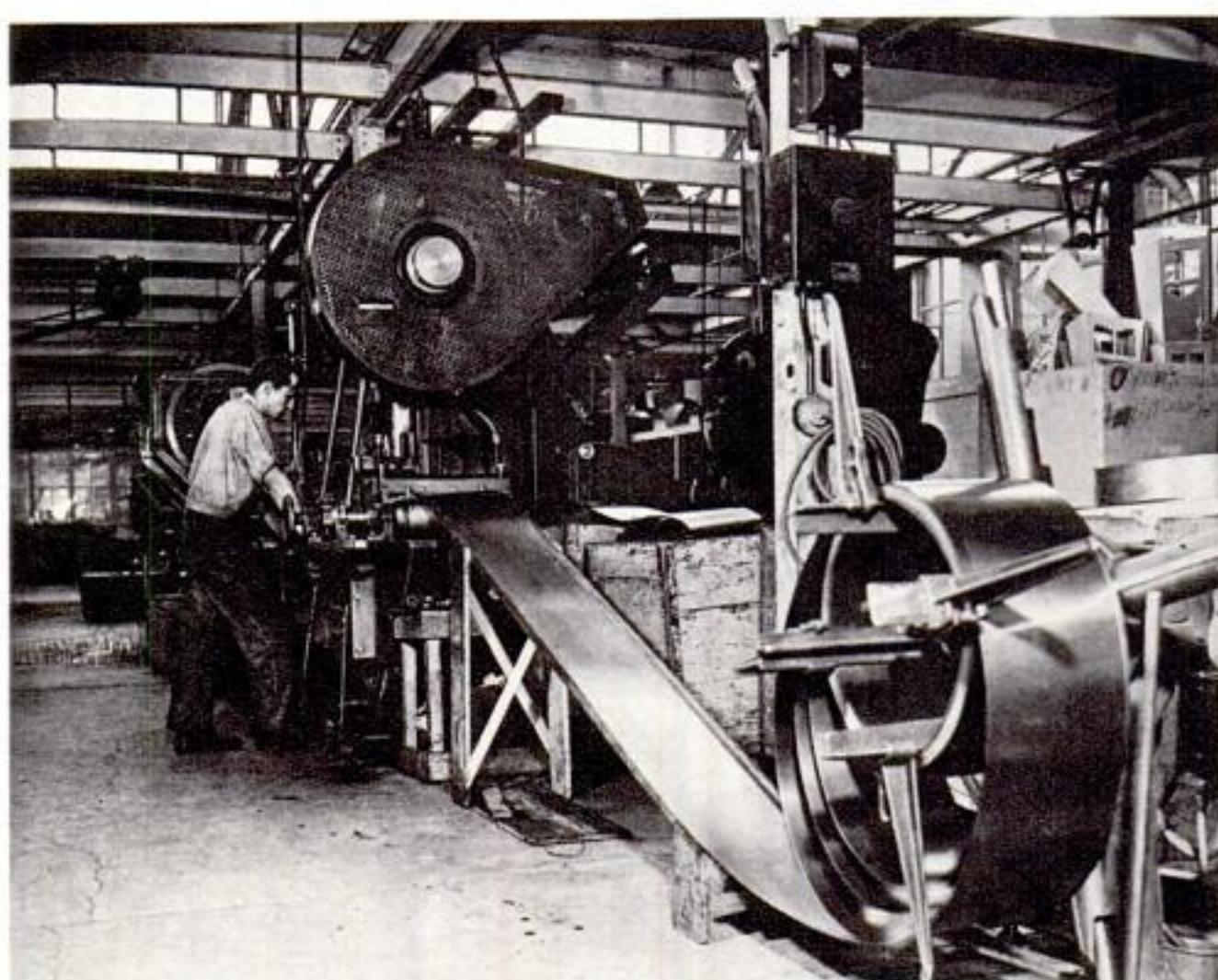
50¢
TRADE-IN
ALLOWANCE
FOR YOUR
OLD LIGHTER
... regardless of
its condition.

CASCO PRODUCTS CORPORATION

• BRIDGEPORT, CONN.

CASCO
AUTOMATIC CIGAR LIGHTER

Toy Trains' biggest year (continued)



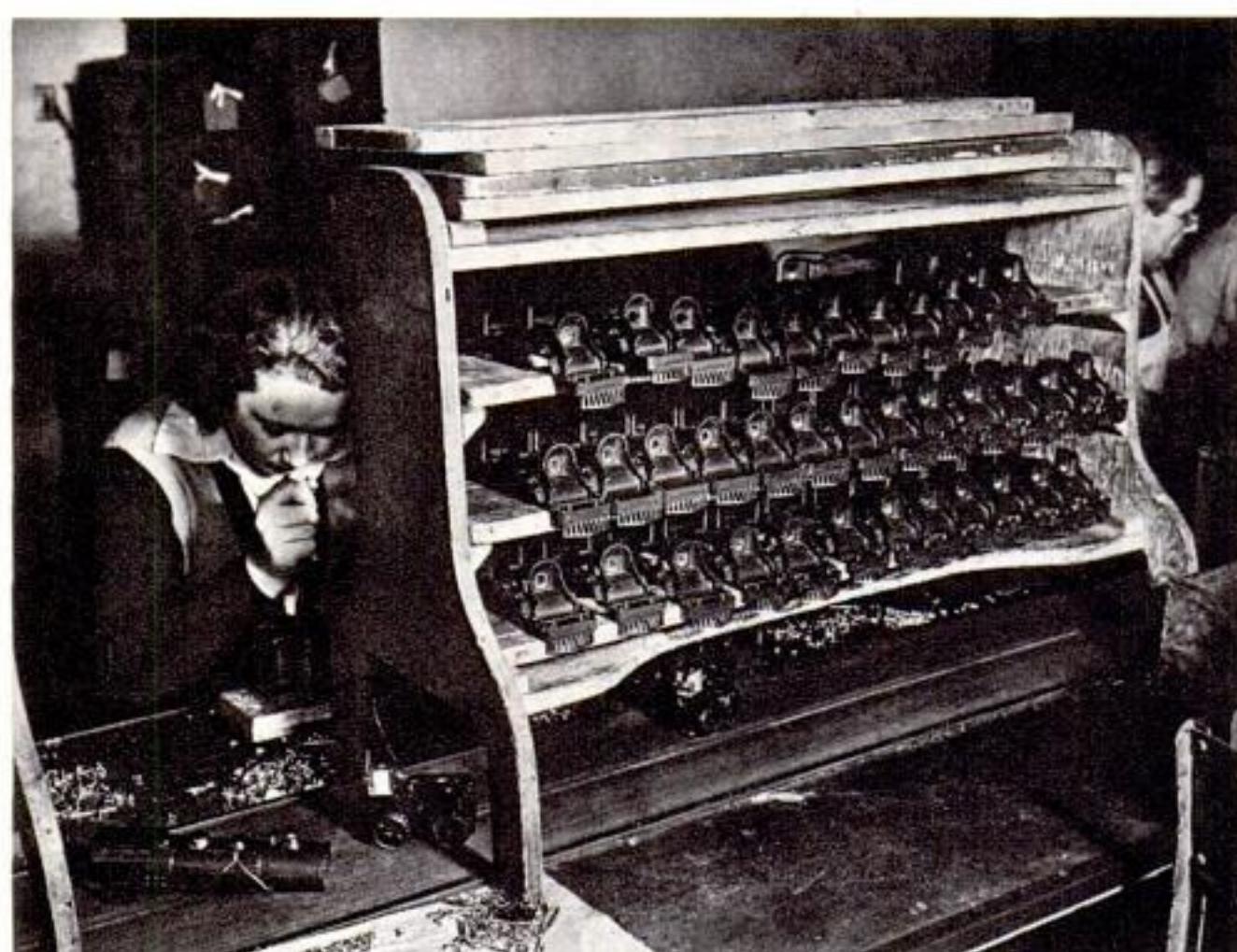
Cold rolled steel in 12-inch strips is fed to the big Lionel automatic stamping press which cuts out the sides of freight and passenger cars. Now, at Christmas and the year's production peak, this press stamps out 50,000 cars a day.



Locomotive wheels have excess metal in axle holes removed by an electric drill. Lionel made 10,000,000 wheels this year.



Engine boilers, rough from the casting machines, are here filed and trimmed before being placed on the assembly line.



On the assembly line, engine frames are stacked in neat, handy shelves. Into the frame is snapped the electric-motor unit and drive wheels shown on table in foreground. The girl above is attaching trimmings like bells, domes, pipes.

CONTINUED ON PAGE 54

Dear Dad,
There's just one thing
I want for Christmas
this year—and that's
a bicycle—
Junior

P.S. I want one, too
Sis



CYCLE TRADES OF AMERICA, INC.

EXECUTIVE OFFICES

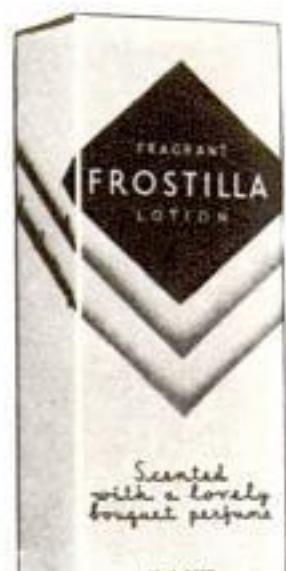
CHANIN BUILDING

NEW YORK CITY



FROSTILLA

makes your skin **SMOOTH, BEAUTIFUL** and **FRAGRANT**



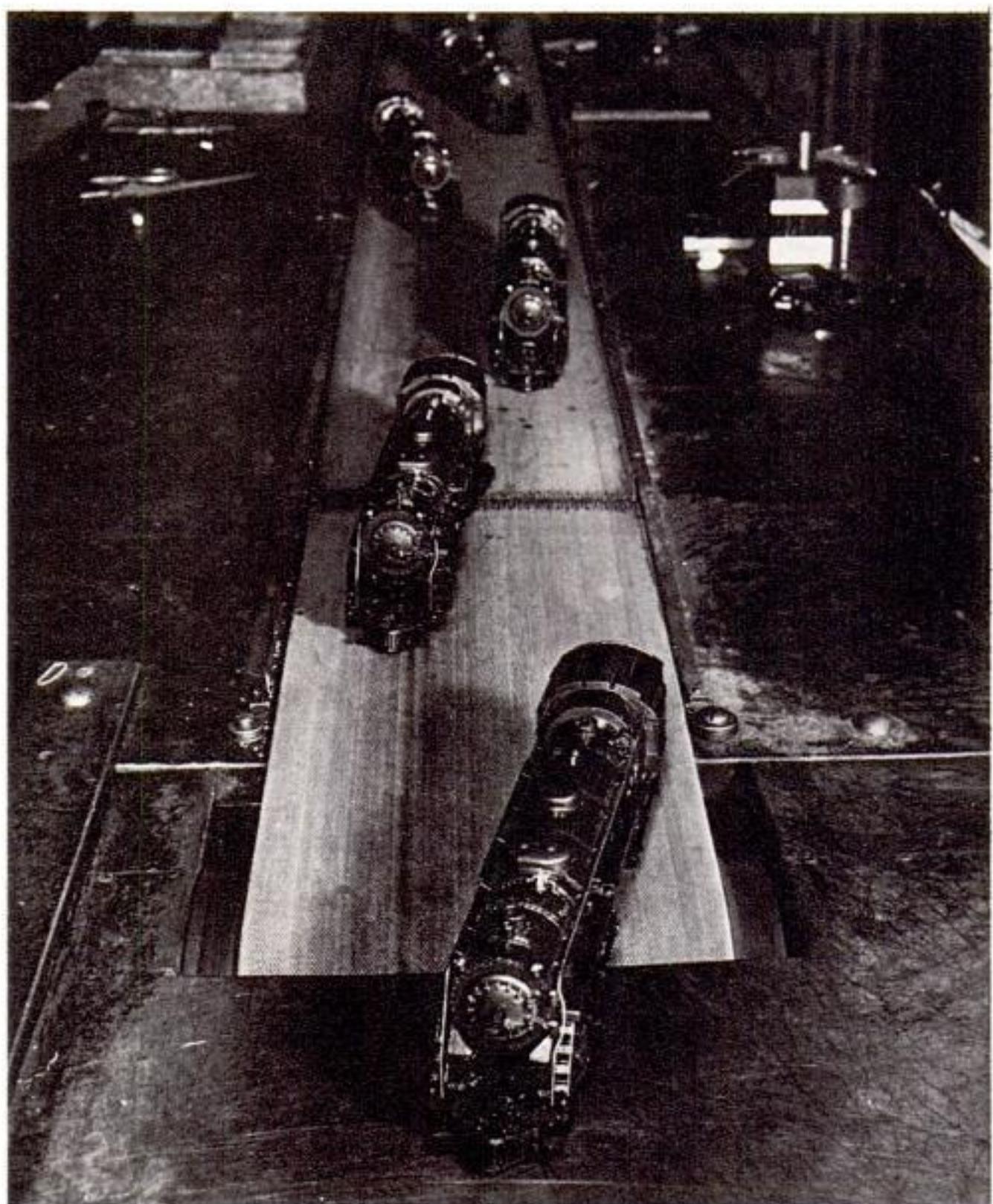
Maybe it has happened to you! You spend time and money on soaps and mouth washes and deodorants and cosmetics—THEN without realizing it, you destroy it all by putting a lotion on your hands that smells soapy or medicinal. The danger is you may have become used to the odor; but to others, it smells like lard or disinfectant. Use Frostilla and increase your daintiness and allure instead of destroying it! Frostilla is the only well-known lotion that gives you smoothness and beauty, PLUS a fascinating fragrance that harmonizes with your perfume. Don't offend. Test your lotion this way: smell your favorite perfume and then smell your lotion. In this way you will detect the slightest soapy or medicinal odor. Be Safe! Use Frostilla Fragrant Lotion!

Frostilla is non-sticky and ECONOMICAL because it takes less Frostilla to get results.

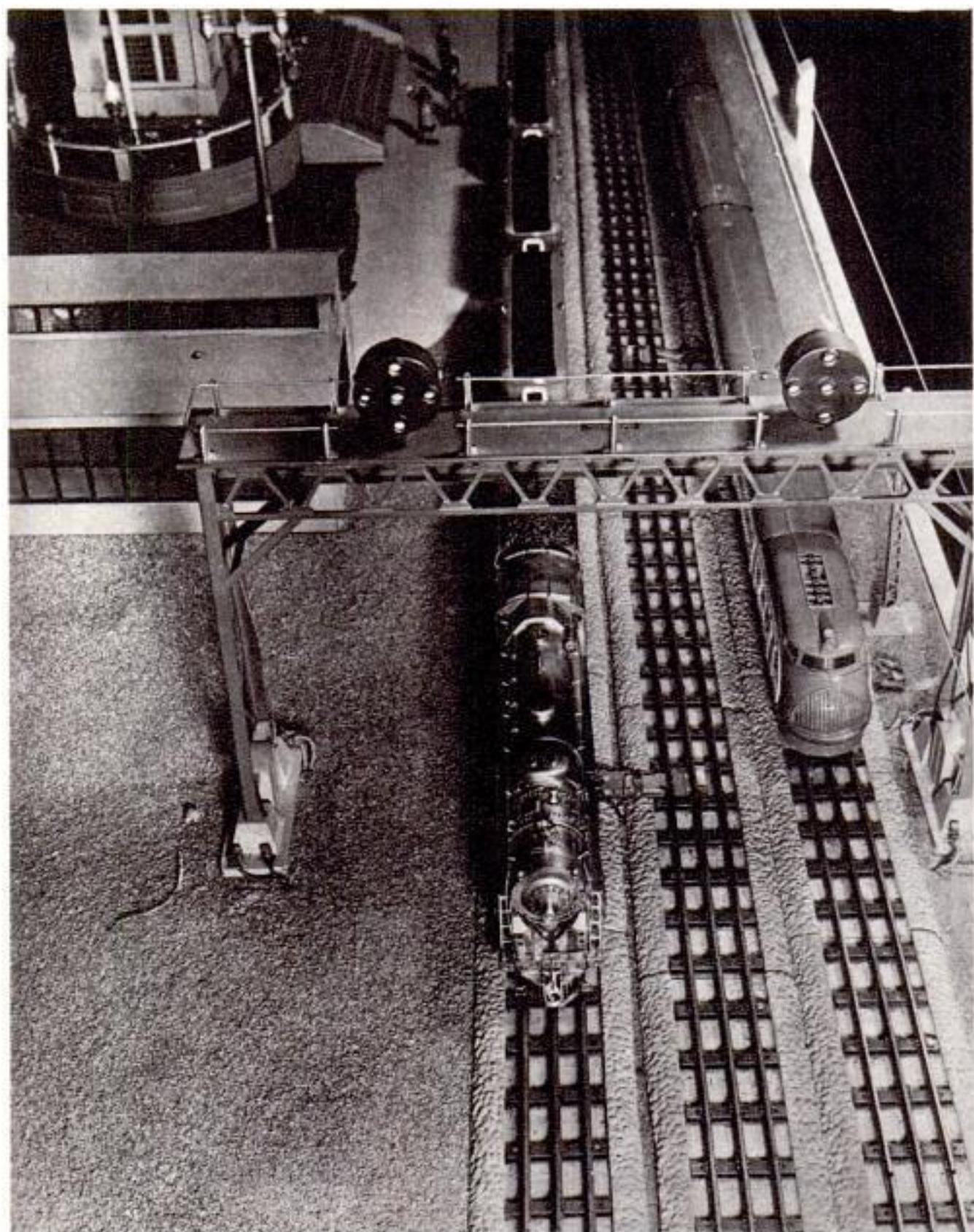
35c, 50c and \$1.00 sizes throughout U.S. and Canada. Travel sizes at better ten-cent stores.



Toy Trains' biggest year (continued)



Off the assembly line comes the finished locomotive. It started half an hour before as an empty boiler casting, was put together by 25 workers. It is now ready for its first official test—drawing a string of cars around a track for ten minutes.



In a Lionel station a Hudson-tube and a streamliner wait for the "high ball." Three years ago, when real railroads took up streamliners, toy streamliners became very popular. Now toy train lovers have returned to the old-style locomotive.

Interwoven Socks Christmas

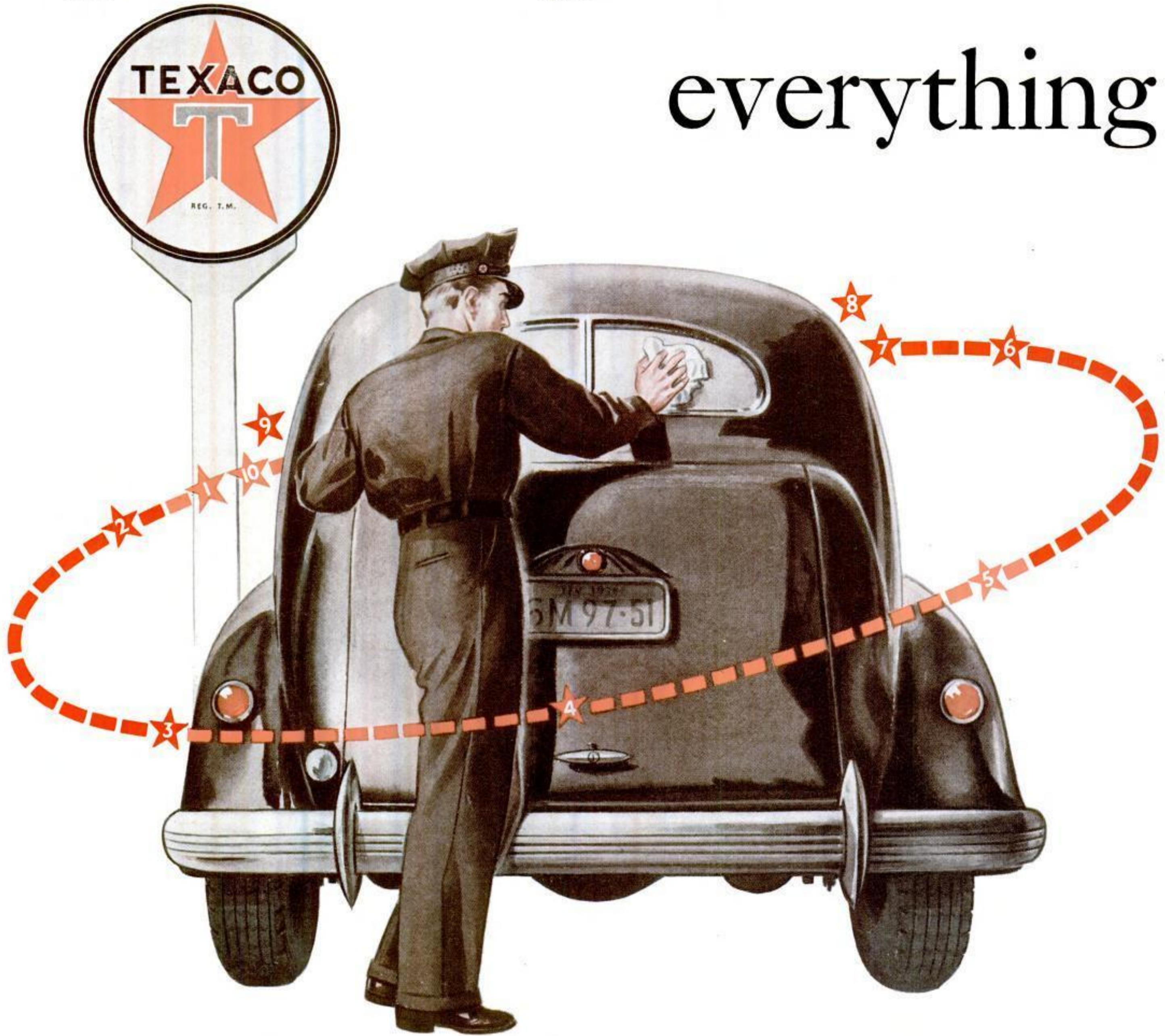
REG. U.S.
PAT. OFF.



These are a few of more than a thousand
different Socks, made by Interwoven, to
choose from . . . A real worthwhile Gift
... If your socks are Interwoven—
They Wear Longer . . . 2 pairs \$1.10 Up

"Circle Service"

everything



- 1 Polishes left half of your windshield—doing a quick, thorough cleaning job.
- 2 Greets you cheerfully, then offers you your choice of either "FIRE-CHIEF OR ETHYL?"
- 3 Fills order for gasoline quickly and carefully, being sure not to overflow your tank.
- 4 Does a real cleaning job on the rear window and stop light.
- 5 As he circles your car he notes condition of the tires and remembers for your information.
- 6 Polishes right half of windshield and notes the condition of wiper blades and arms.
- 7 Cleans your headlight lenses. Checks the lights if you wish and replaces with new bulbs if needed.
- 8 Checks your radiator, adds water if needed, being careful to first check on your anti-freeze.
- 9 Checks your oil, using clean cloth or napkin . . . presenting the gauge for your inspection.
- 10 Reports on conditions observed and offers to service tires and batteries if you desire it.

Copyright 1937
The Texas Company

your car needs—done quickly

QUICKER, MORE COMPLETE ATTENTION FOR YOUR CAR.

You want a sparkling clean windshield. You want your headlights cleaned for night driving. You want the assurance that your tires are in safe driving condition. You like to know as you drive that your oil has been recently checked. And the water.

So... we Dealers developed "CIRCLE SERVICE." It's a new systematic way to give your car these courtesy services... *quickly*... in one complete circling of your car. Thousands of Texaco Dealers have adopted it.

We're glad to render this thorough extra service and to deliver Fire-Chief gasoline to your engine.

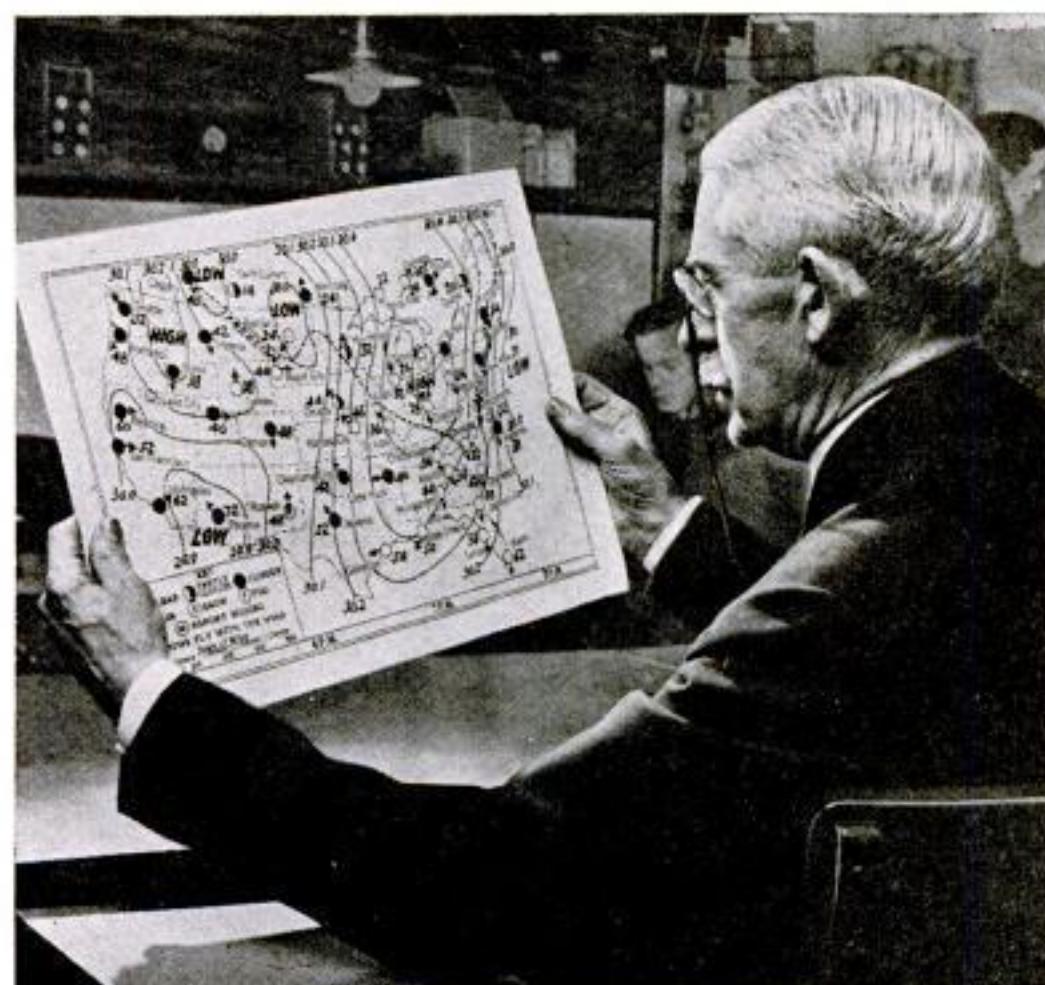
Fire-Chief gasoline is the only gasoline made differently in the four seasons to meet the temperature conditions in 24 different U. S. climate zones. The result is quick starts (*in less than 10 turns of the engine*), freedom from cold weather engine stalling, and a saving up to 30% on gasoline on short trips.

For "CIRCLE SERVICE," we urge you to:

Try a Texaco Dealer next time...

TEXACO DEALERS

This message is published in behalf of more than 45,000 independent Texaco Dealers by The Texas Company... Sponsors of Eddie Cantor in "Texaco Town." (On the air every Wednesday Night—Columbia Network)... Makers of Fire-Chief Gasoline, New Texaco Motor Oil, Havoline and Marfak. Also more than 350 Industrial Lubricants... More tourists use Fire-Chief than any other gasoline.



"ZONED" FIRE-CHIEF. We studied 40 years of weather so that Texaco Fire-Chief could be made differently in each season to match the temperature variations of 24 different regions of the U. S. You get a livelier, quicker starting gasoline made for the exact locality in which you are driving.



WHO'S AFRAID OF THE COLD? Not your Texaco Dealer. He knows every cold snap wins new friends for Texaco Fire-Chief gasoline. Because Fire-Chief is *matched* to the cold weather... the only gasoline made to suit *your* winter starting requirements... no matter where you do your driving.

Start your Holiday IN A PULLMAN!

Going away for Christmas? . . Planning a Winter Vacation?

*...these low rates
will surprise you!*

★ Get out and enjoy yourself as the old year merges into the new. A trip home to see the family, a jaunt to snow-covered mountains, or a rendezvous with the southern sun—and go by Pullman, for the moment you step aboard a Pullman car your vacation starts. All over the United States and in some parts of Canada and Mexico Pullman operates the perfect travel service. You will find the rates reasonable for even the finest accommodations.

Choose your Pullman accommodation to suit your mood and the size of your party. The comfort you'll enjoy will thrill and please you. The low cost will surprise you. See how little Pullman *actually* costs.

★ ★ ★

For an overnight Pullman journey of about 300 miles: An upper would cost \$2.00, a lower \$2.50. A section (the lower with upper closed) is only \$1.00 more than the lower, a single bedroom only \$2.00 more. Two passengers in a bedroom pay the *same* price as two lowers cost. Two in a compartment (illustrated at right) each pay but \$1.00 more than two lowers cost, and three in a drawing room each pay but 50c more than each would pay for a lower.

★ ★ ★

More than half of all the millions of Pullman travelers pay no more than \$2.50 for their accommodations. Pullman travel is *inexpensive*. The examples quoted are merely to show the reasonable cost of Pullman accommodations only, and do not include rail fare. For longer distances, of course, prices are in proportion. Ask your ticket agent for full information on your next holiday or business trip. Or write

THE PULLMAN COMPANY • CHICAGO

Somewhere THE

SUN IS SHINING—Gleaming waves and sandy beaches await you on your winter holiday! Leave grey, cold skies behind! Add years to your life with the warm sunshine you'll find at the end of your journey, or if you prefer, frolic in the North Country where King Winter's playground awaits you. By Pullman you can speed to all the popular winter resorts in genuine, relaxing comfort, and in unequalled safety. And the low cost will surprise you.



THE PULLMAN COMPARTMENT—Restful, harmonious color schemes in walls, upholstery and carpets invite repose and relaxation. By day you lounge, play games, or work in spacious, private quarters, which become an inviting comfortable bedroom at night, with upper and lower berths. There are private toilet facilities, lavatory with hot and cold running water, ice water, controlled heat and ventilation. In the air-conditioned cars there is the most modern and effective ventilation in all kinds of weather, with exclusion of road noises, freedom from dust and all oppressive hot weather conditions.

Pullman and Rail—The safe way to go and the sure way to get there

Copyright 1937, The Pullman Company



Copyrighted material

CHICAGO "SUPER" BATTLES FOR TRADE SCHOOLS

Los Angeles offers Exhibit A in the controversy



SUPERINTENDENT JOHNSON

Chicago's new Superintendent of Schools, Mr. William H. Johnson, made a proposal on Nov. 15 which has stirred up an educational hornet's nest. The "Johnson Plan" is to make no less than 80% of the courses in Chicago's high schools vocational courses and to "give the students what they need" to earn a living. The proposal was 1) warmly acclaimed as a realistic step, and 2) bitterly denounced as politics. Depression has been a powerful spur to vocational education, causing it to double in six years. Out of 4,000,000 U. S. high-school students, 700,000 are now taking purely vocational courses and another 400,000 are learning trades along with their Latin and algebra. The movement has reached the point where every U. S. city must soon decide whether it will teach its boys and girls cultural subjects or teach them to use their hands.

In this growing controversy, a prime exhibit is bound to be the Frank Wiggins Trade School in Los Angeles, a free public vocational high school, reputed the best and most complete in the nation. The pictures on this page and the next show some of the subjects taught there within its eleven-story building.



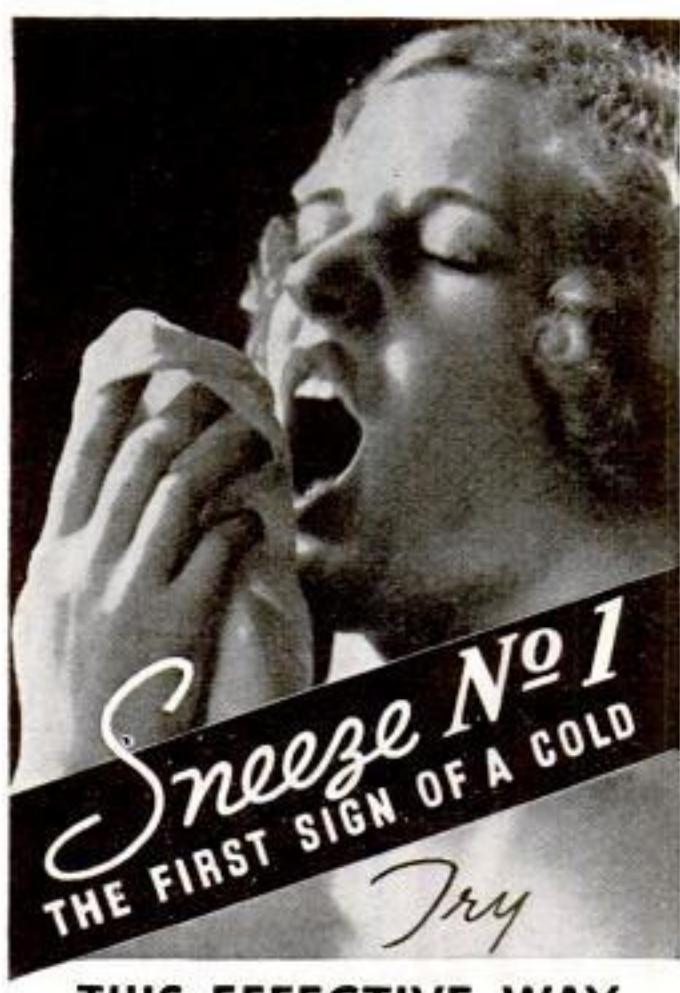
A model for vocational educators is Frank Wiggins Trade School in Los Angeles. Here 6,000 students of high school age or slightly over, learn one of 77 trades.



AT THE FRANK WIGGINS TRADE SCHOOL, MASONRY STUDENTS BUILD SECTIONS OF A BRICK HOUSE IN A CLASSROOM

CONTINUED ON NEXT PAGE

Los Angeles Trade School (continued)



THIS EFFECTIVE WAY TO CHECK COLDS

At the first sign of a cold, just drop one or two Alka-Seltzer tablets into a glass of water. When they bubble up and dissolve, drink the crystal clear, pleasant-tasting solution. Its beneficial action starts immediately. Continue using Alka-Seltzer according to the directions for colds as explained in the direction sheet in every package of Alka-Seltzer.

Since it is a recognized fact that most colds are accompanied by an over-acid condition which may be retarding nature in her battle against the complaint, Alka-Seltzer is especially helpful because it acts to restore your normal alkaline balance. And because Alka-Seltzer contains an analgesic (sodium acetyl salicylate) it gives prompt relief from the dull achy feeling of a cold. Thus Alka-Seltzer gives relief in TWO ways.

AT ALL DRUG STORES
30c & 60c Pkgs.
Also Sold By the Glass At
Drug Store Fountains



Here's a soft rubber gum-massage brush that gives quick relief; strengthens gums... aids in keeping them strong and healthy. No hard bristles to hurt your tender gums. Long-lasting. (May be used as a tooth-brush). Has a special plate-cleaning surface. Order by mail now!

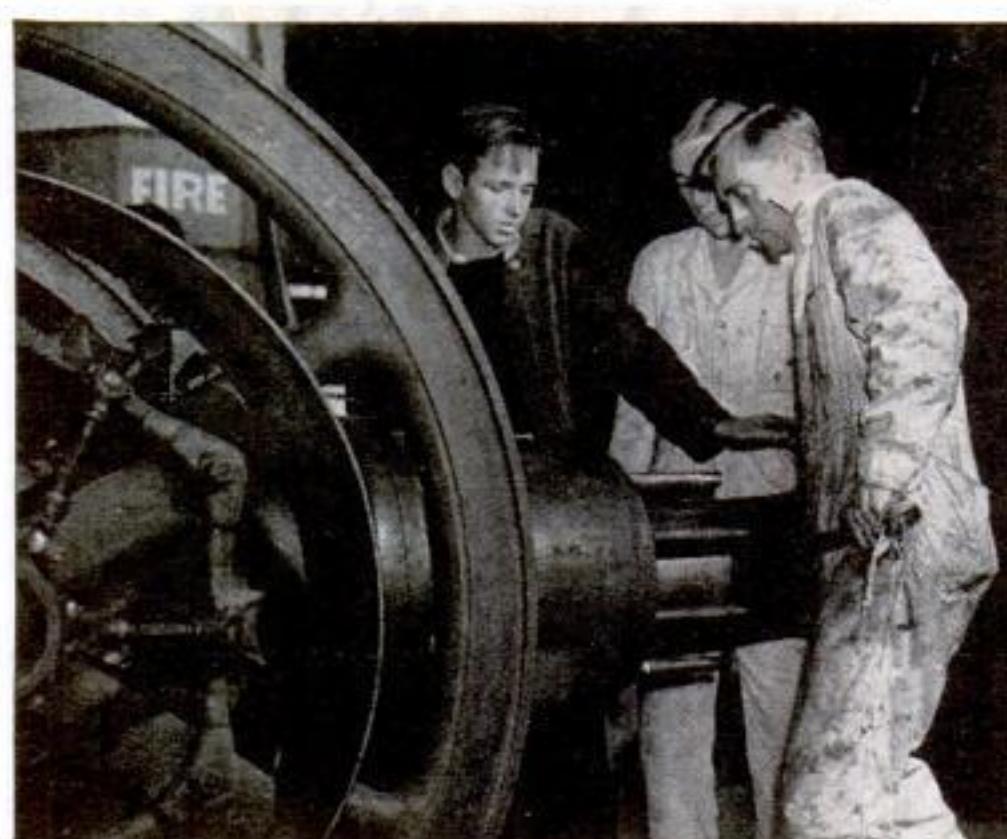
SEND 50c in Stamps or Coin to
GENERAL HEALTH CORP.
Dept. L, 416 Market Street, Phila., Pa.



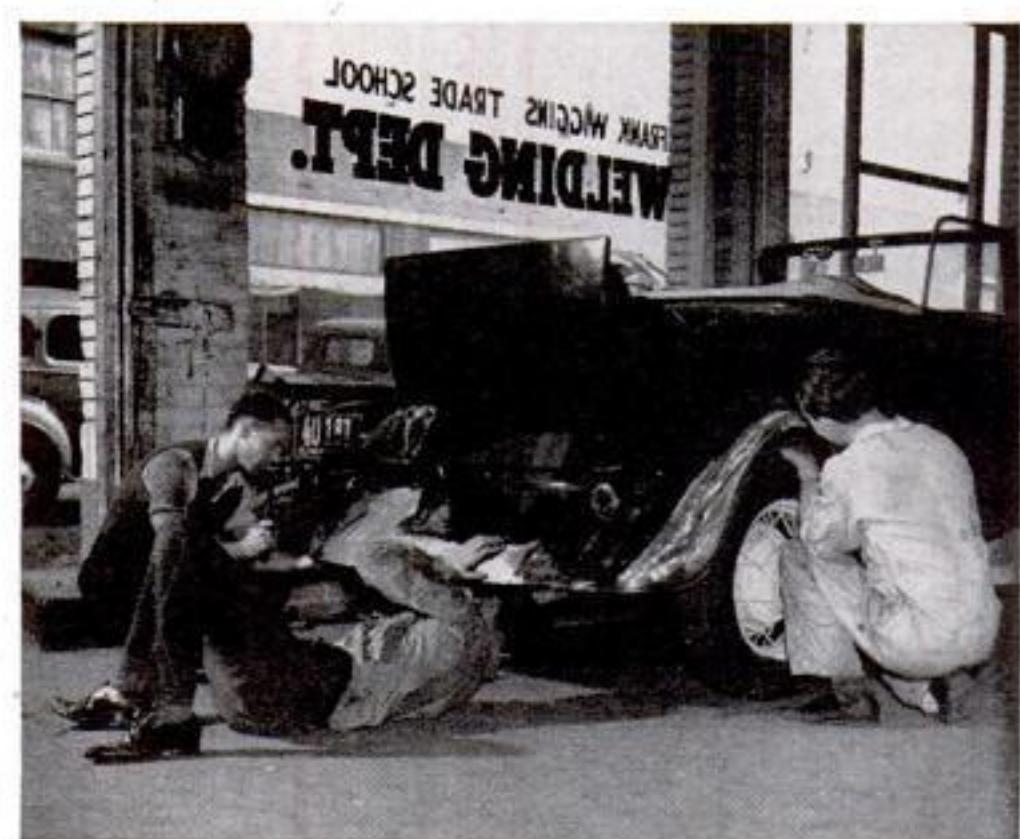
Window dressing in the latest Fifth Avenue style is one of 77 subjects which are taught at the Frank Wiggins Trade School.



Commercial art classes teach students to draw magazine illustrations, advertisements and posters, using living models.



Diesel mechanics students learn to operate and repair the huge engines used in powerhouses, ships, Diesel locomotives.



Automobile repair includes a special ten-month course devoted to reconditioning bodies and fenders crumpled in collisions.



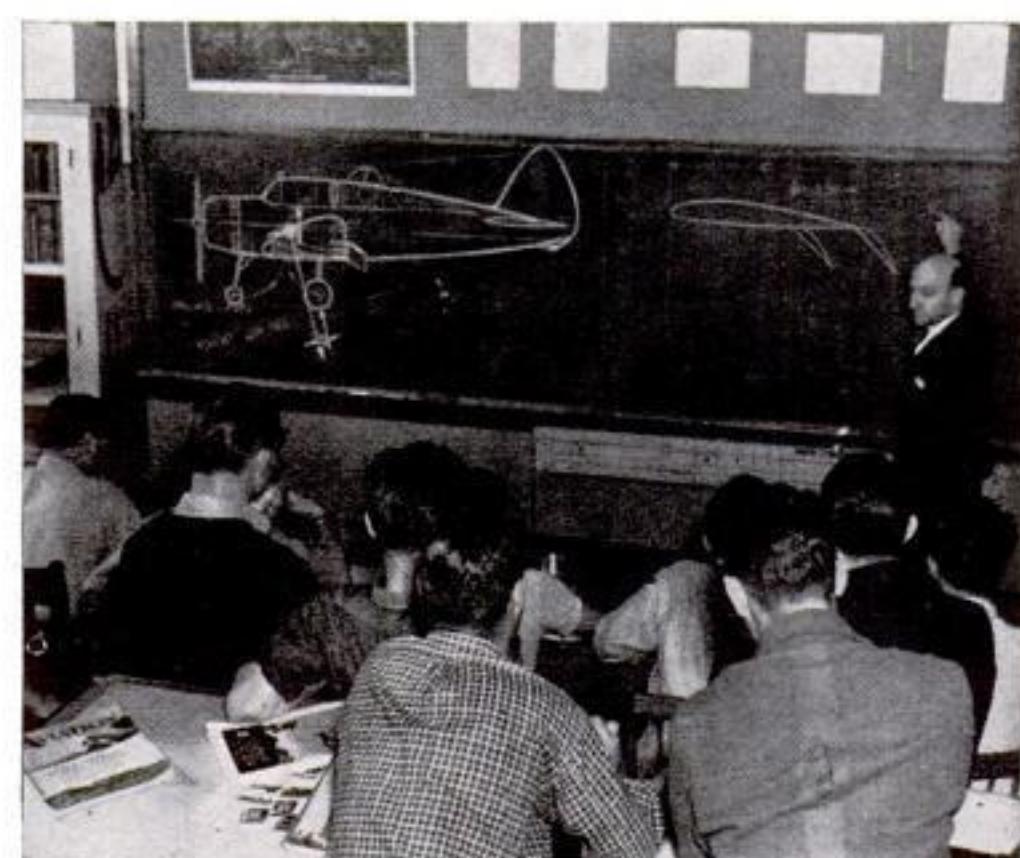
Dressmaking begins with cutting and fitting dresses to forms. Ambitious students go on to draping and fashion designing.



Beauty culture. The women under the driers are customers who get their hair and nails done at low rates by students.



Cooking classes train boys and girls for hotel and restaurant work in three departments: range cooking, pastries, salads.



Aircraft design is one of the most difficult subjects. The course takes about 18 months and requires mathematical training.

Here is a *New* kind of office duplicating of HIGHER QUALITY by a Simpler LOW-COST METHOD



● Every business, organization, public office and school functions by means of ideas, information and instructions expressed in words, figures, lines and pictures . . . *on paper, in quantities*. These are the multiple communications, reports, records, varied forms, advertising and sales literature required daily . . . Practically all of these essentials are so important as to demand high quality, yet the total volume in any office is a large item of expense. The problem is *wide variety duplicating, of top quality, at economical cost*.



Get complete information in the booklet, "The NEW Multigraph Duplicator." Write for it on business stationery.

DupliMAT . . . unique new duplicating medium . . . is easier to prepare, in more ways, for more uses! It can't wrinkle, stretch or tear because it's made of strong, specially treated paper. And it costs only 12c each in boxes of 50, f.o.b. Cleveland; lower in quantities.

Simply write, draw, rule or trace on a DupliMAT exactly as on any paper, using a typewriter, pen, ruling pen or brush. Pre-use preparation of DupliMATS is not required for any method.

Anyone can quickly learn to operate the new, simple Multigraph Duplicator and start to produce copies within a minute after work on the DupliMAT has been completed.

Copies speedily made from a DupliMAT by the Multigraph Duplicator are always sharp, clear and pleasing to the most critical eye.

This will interest everyone who realizes the importance of office duplicating. It's good news for those who have been concerned about quality, costs and convenience . . . A new method, *different from all others*, makes it easy for any worker in any office to produce a surprisingly wide variety of high quality duplicating at low cost! It brings to the user many exclusive

advantages . . . Office duplicating with the revolutionary Multigraph Duplicator is done on *standard* papers, and slip-sheeting is unnecessary. By this entirely new process ink is laid *on* the paper, not soaked into it. Hence *both sides* of the sheet can be used, saving in paper, ink and postage costs. And color work, with close registration, is easily done.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION • Cleveland, Ohio
ADDRESSOGRAPH-MULTIGRAPH OF CANADA, LIMITED, TORONTO

The new low-priced automatic electric MULTIGRAPH DUPLICATOR

\$325⁰⁰

f. o. b. Cleveland
Moderately higher
in Canada
Convenient payments

SEE A DEMONSTRATION at Multigraph Sales Agencies. Consult principal city phone books for address of the nearest Agency.

This Santa Claus couldn't afford to catch cold!



MR.: Ker-choo! If I can only earn that sales bonus this week, we can buy Junior that train he's set his heart on! Ker-choo!

MRS.: You'll be in bed this week, honey, if we don't head off that cold!



MRS.: What you need, dear, is a laxative and something to help Nature counteract acidity. And Sal Hepatica gives you BOTH. Now drink this.



MRS.: Everything's wonderful! You got your sales bonus! Junior got his train!

MR.: And all because I got rid of that cold! I'm certainly glad you knew about Sal Hepatica, darling!

A COLD COMING?

DO 2 THINGS!

1. Cleanse the intestinal tract.
2. Help Nature counteract acidity.



TUNE IN: Fred Allen in "Town Hall Tonight" — full hour of music, comedy. Every Wednesday night.

Sal Hepatica does BOTH!

FRANCO'S AGENT IN LONDON IS SAD ALBA

An important point in England's difficult and unpopular attempt to remain genuinely neutral in the Spanish Civil War came Nov. 8 with the conclusion of a trade agreement with Generalissimo Franco's Rebels. On Nov. 25, Franco significantly named as his commercial agent in England the weary, worldly-faced widower below, possibly the most popular Spaniard in England—Jacobo Stuart Fitz-James, 59, 17th Duke of Alba, 15 times a grandee of Spain, the Rebels' contact man with pro-Rebel English businessmen. He is pro-British, his only club London's swank Marlborough.



A MODEL ARISTOCRAT IS ALBA, AT LONDON'S CLARIDGE'S HOTEL



ALBA'S ONLY CHILD IS MARIA CAYETANA, NOW 11



CAYETANA KISSES HER FATHER. HER MOTHER DIED IN 1934

Want a Hug and Kiss for Christmas



★ What'll *you* have for Christmas? A mumbled thanks—or a big hug and kiss? All ladies who vote for the latter please line up at the Williams gift counter.

Smart, yes... also useful and essentially masculine—welcome in any home on Christmas morning. This year be certain. Don't take chances on not satisfying—give that man of yours a gift he can USE!

Men, for nearly 100 years, have sworn by these Williams shaving products. You can get them now in any of these handsome Gift Packages.

Please attend to this business early, while stores are still well stocked and buying is fun. Save yourself weary footsteps and endless hunting—get HIM a Williams Gift Set!

FOR A MAN'S CHRISTMAS

Williams HOLIDAY PACKAGE

Glider THE NEW NO-BRUSH SHAVE

Williams

ANOTHER GREAT GIFT SET
any man will appreciate if he likes a brushless cream. Featuring Glider—Williams "No-Brush" Shave Cream. Also contains: a 5-ounce bottle of Aqua Velva, Williams Talcum for Men, Williams Razor Blades.

COMPLETE FOR \$1

GENUINE WILLIAMS SHAVING BOWL.
Contains the famous Williams Shaving Cake in an attractive bowl of dark natural wood. Long lasting, too.

\$1

WILLIAMS TRAVELING CASE
of genuine top-grain leather. A de luxe assortment: Williams Glider (the "no-brush" cream), Aqua Velva, Dental Powder, Talcum for Men, Gillette Razor, 5 Blades, Hard-Rubber Comb, Dr. West Toothbrush, Nail File.

ONLY . . . \$6.75
(In U. S. only)

FOR A MAN'S CHRISTMAS

Williams HOLIDAY PACKAGE

Williams LUXURY SHAVING CREAM

Williams

SMART . . . USEFUL . . . COMPLETE
—here's a shaving outfit that will tickle any man's fancy. An exquisite natural-wood bowl of Williams famous Shaving Cake, a 5-ounce bottle of Aqua Velva, Williams Talcum for Men, Williams Eau de Cologne.

WHOLE OUTFIT ONLY . . . \$1.50

FOR A MAN'S CHRISTMAS

Williams HOLIDAY PACKAGE

Williams

REMEMBER that happy look when you served the huckleberry pie? Get a return performance with this inexpensive Holiday Package. Contains: Williams Shaving Cream, a 5-ounce bottle of Aqua Velva, Williams Talcum for Men, 5 Williams Razor Blades.

ALL FOR \$1

FOR A MAN'S CHRISTMAS

Williams HOLIDAY PACKAGE

Williams

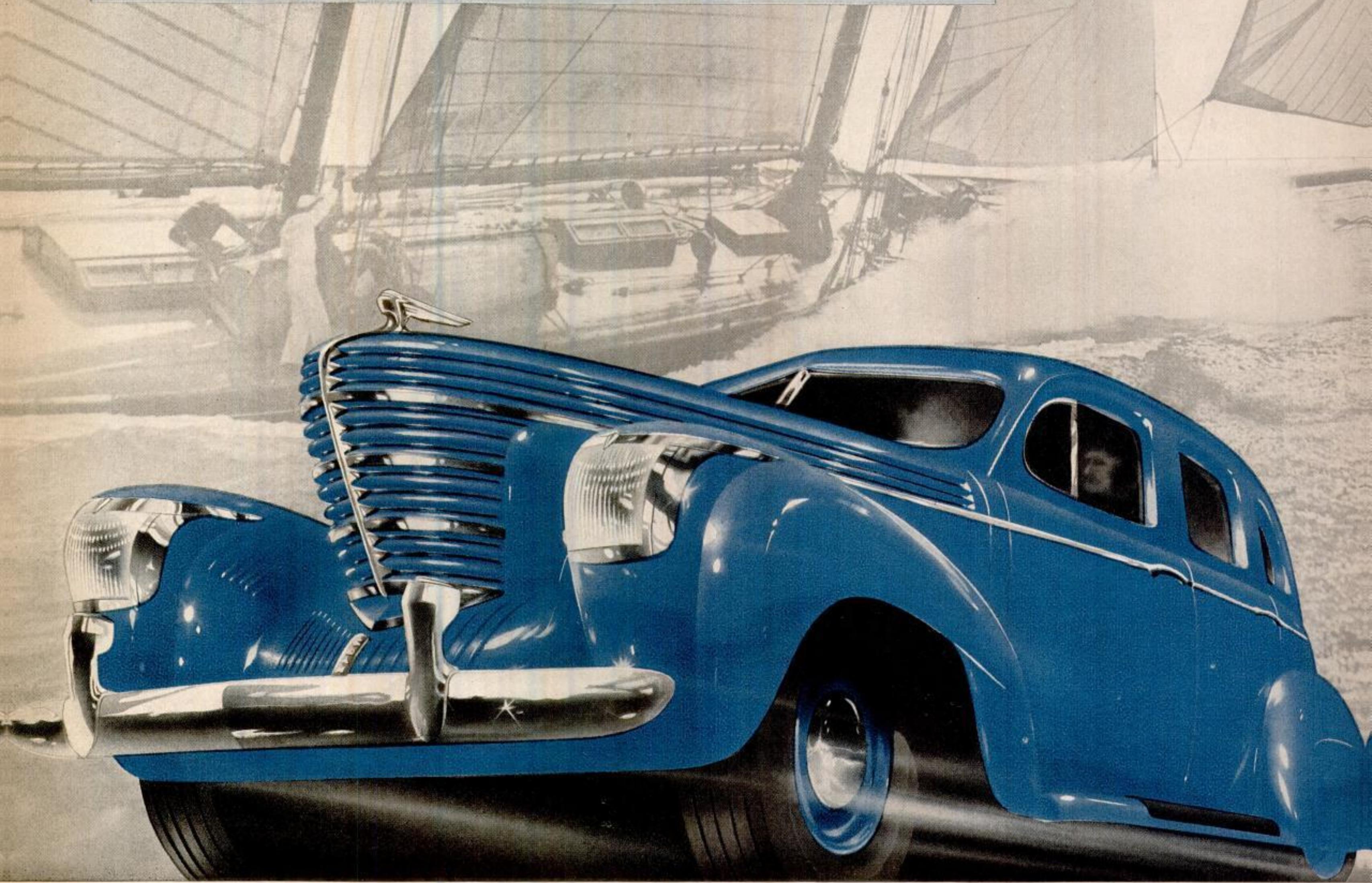
THIS WILL MEAN
months of happy shaving for him. An attractive gift box containing: the new Williams Shaving Bowl, a 5-ounce bottle of Aqua Velva, Williams Talcum for Men, Williams Eau de Cologne.

YOURS FOR \$1.50

Gifts for Gentlemen by **Williams**

THEY'LL THINK IT COST A FORTUNE!

Actually . . . it costs you but little more than the lowest-priced cars . . . and it's the Official U. S. Economy Champion*



Look at the Picture! Is There Any Car in America as Distinctive as This?

Take a look at this big new 120-inch wheelbase Graham. Naturally, your friends will think it cost a fortune! Who wouldn't? There has never been such a big car, such a distinctive car in the low-priced field before!

And you'll feel like a millionaire when you drive this car. You'll experience the fine, smooth ride that you thought only the most expensive cars could give. You'll know the thrill of a new *kind* of performance! 90 horsepower in the STANDARD and the

SPECIAL . . . 116 horsepower in the SUPERCHARGER. A high-compression, fast-stepping engine—stripped of dead weight, alive with power! Faster acceleration! On any road—you're boss!

Graham brings you luxury in its size, in its imposing bigness. More room—seats are 57 inches wide, front and rear. More headroom. Extra legroom. The new Vacuumatic Gear Shift (optional equipment) clears the front compartment. There's luxury in every detail—people just won't believe it's a low-priced car!

Although it's low in price, Graham is the safest car on the road today. That's our honest belief. Lower center of gravity, wider tread, oversized hydraulic brakes, all-steel bodies, a Gyro-

lator Sway Eliminator. Recessed instrument panel controls. Safety doors. Safety-Step running boards. No other car—no matter how costly—has all of Graham's safety features.

Here's the most exciting news of all! Not only is Graham's first cost only a little more than the lowest, but it costs even less to run than many of today's small cars! Actually, Graham holds the Official U. S. Economy Championship—23.95 miles on a gallon of gasoline!

ONLY A LITTLE MORE THAN THE LOWEST!
Ask your dealer for the price of the big 120-inch wheelbase Graham *delivered right in your own town*. You'll be amazed. A little more than the lowest! Easy payment plans. Overdrive Transmission now optional on all models.

GRAHAM

*The Luxury Car in
the Low-Priced Field!*

*SUPERCHARGER!

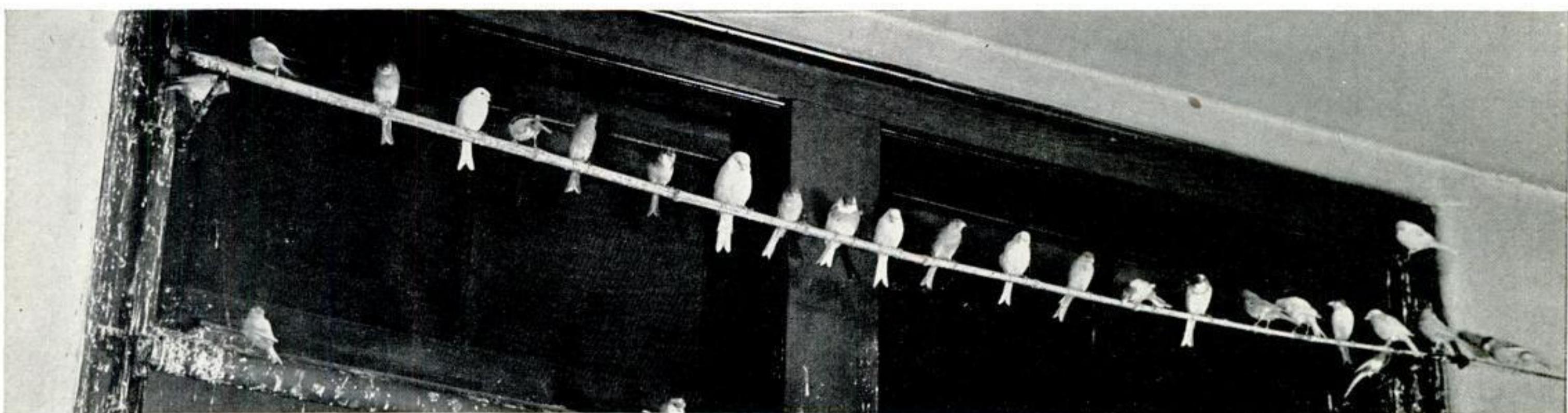
A Sensational Engineering Development—Drastically Cuts Fuel Costs

An engineering marvel pioneered 5 years ago by Graham! Proved in over 100 million miles of service! Only the Supercharger can offer you the combination of

1. SUPER-ACCELERATION! Far faster pick-up at all speeds—even from 50 m.p.h. and up, where ordinary engines become sluggish.

2. LOW FUEL CONSUMPTION! Burns more air—less gasoline, resulting in the greatest economy per horsepower of any automobile in the world, *by actual proved tests*.

In 1936 and in 1937 Graham won the Official U. S. Economy Championship! Holds the official, unbeaten record—23.95 miles per gallon. Again Graham, who has consistently led the industry in pioneering important automotive developments, achieves another victory!



A PROFESSOR OF PHYSIOLOGY SHARES HIS LABORATORY WITH HIS CANARIES

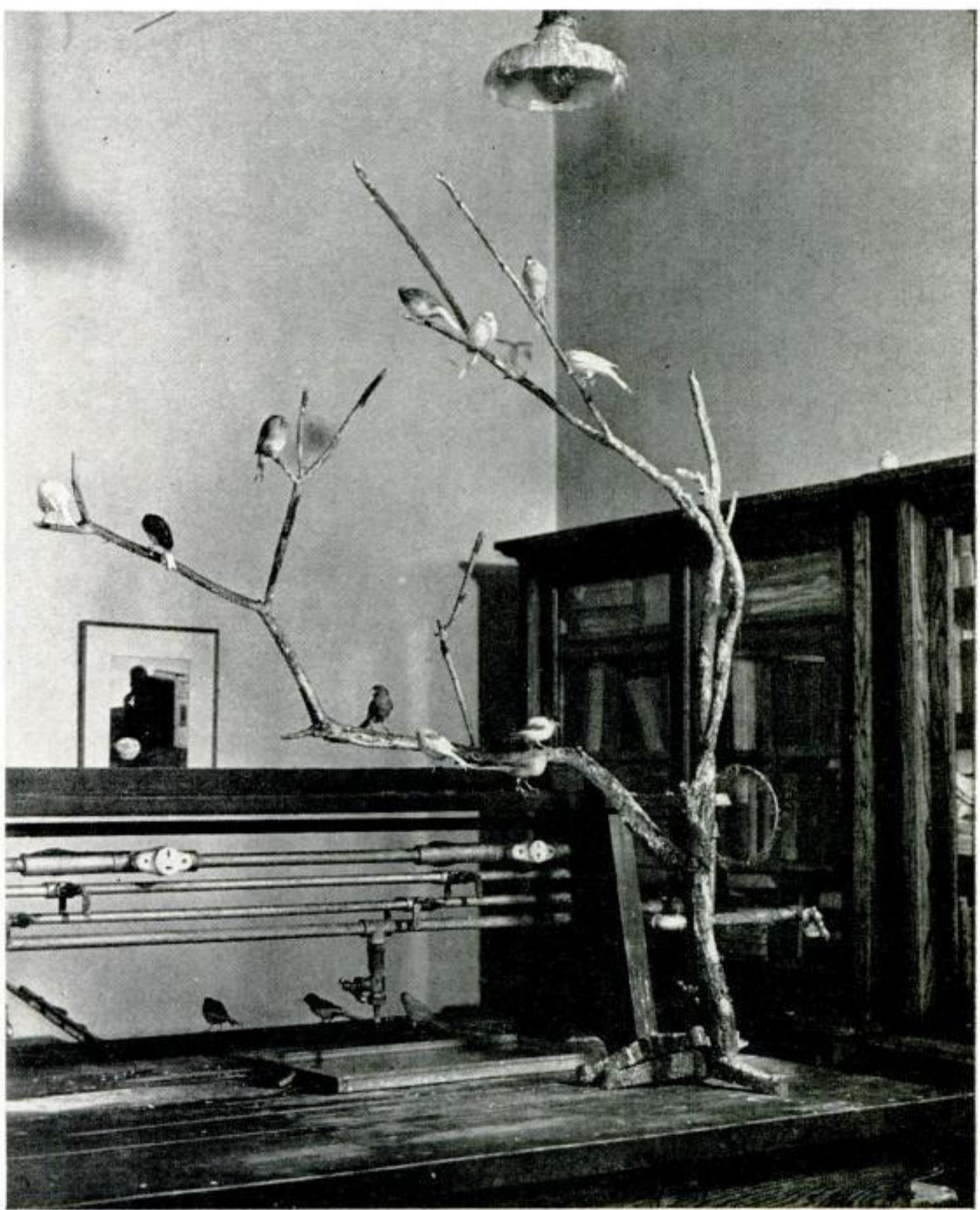
During the week of Nov. 19, two important American canary shows were held, one in New York, the other in Chicago. The unusual interest in them encouraged canary lovers. But to neither of the shows went the most famous canary keeper in the U. S., an associate professor of physiology at University of Cincinnati named Dr. Gustav Eckstein. His book, *Canary*, published last year, is already a canary classic.

Dr. Eckstein is not only the best known canary fancier in the U. S. but also the most unconventional. He keeps his birds uncaged in his experimental laboratory where they fly happily about among zinc-topped tables, microscopes and test tubes. At the top of the page is a typical lab scene: the birds are roosting on a fish pole across a transom, a favorite place for bickering at bed-time. Alone at right is Candy, who always gets higher than the rest.

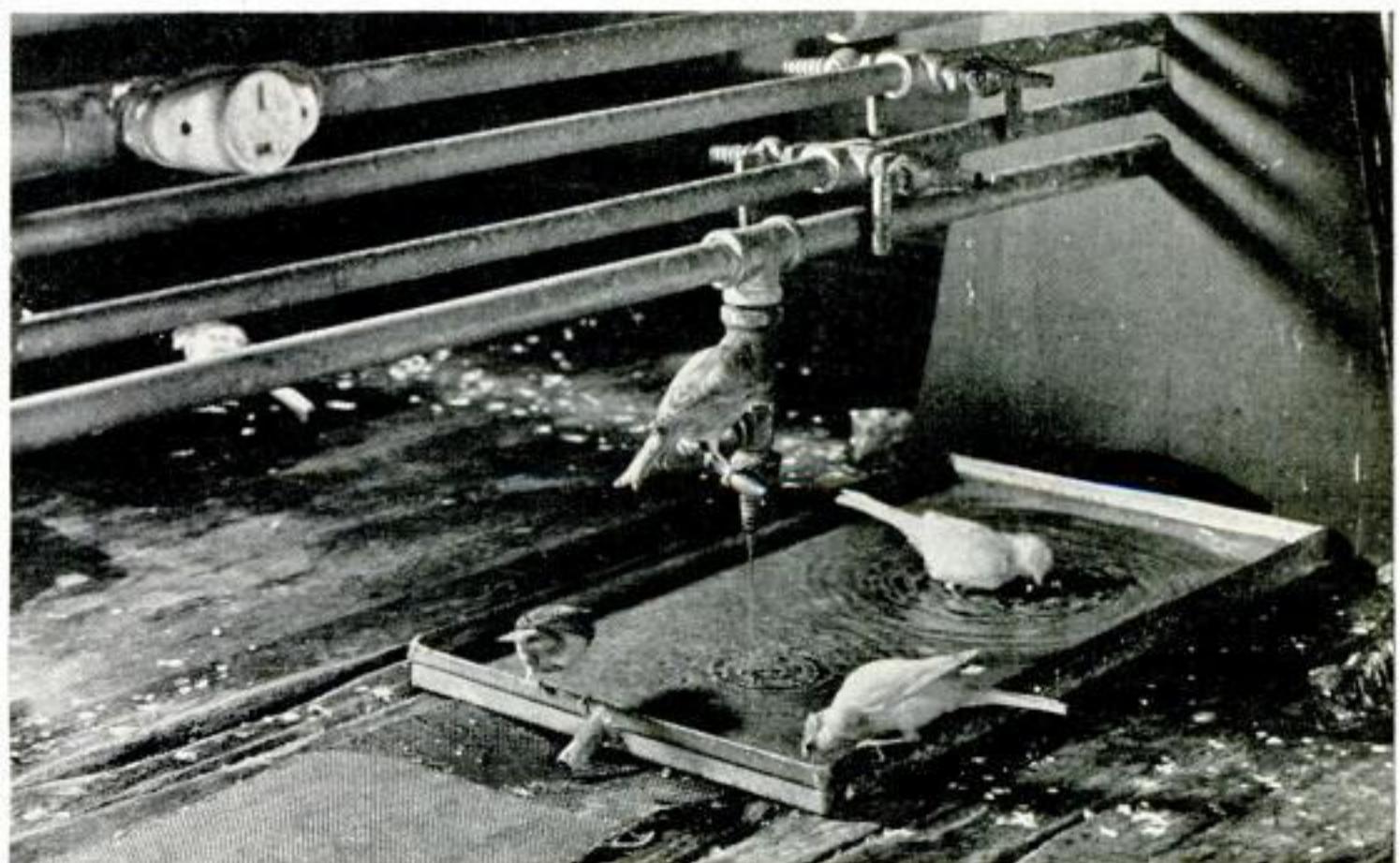
Dr. Eckstein bought his first canary for a friend 12 years ago, kept her himself, got her a mate who is ancestor of most of the 34 canaries he now owns. Dr. Eckstein can recognize his different birds by their feathers, tails, songs, even by their yawns. He says they have intelligence. Once a bird got locked in a case by mistake. Half a dozen others stood staring intently at the case until Dr. Eckstein, noticing their odd behavior, opened it. The birds have curious names: Striped Male, Crusty, Ned, Puck, California She, California He. One is called Hinge because his song used to sound like the creaking of an unoiled door.



The feeding table is littered with seed, but canaries also like strawberries, fried eggs, custard and French toast. The ladder (right) was built for Billie who could not fly very well.



"There is a funny mixture of quack and hero in a bathing canary's face," says Dr. Eckstein. Below: bathing canaries. Above: the tree which spreads its boughs over the lab table.



CONTINUED ON NEXT PAGE

DRINK LIKE A HORSE

Lead a horse to water and take a look—watch him sniff around—he's high hat—it has to be good.

A horse is no fool—he demands the best—won't take second grade.

When you make a high-ball, are YOU high hat? Do you use the best water?

Use horse sense. Think about it. Are you using cheap quarts? Or are you using small, fancy bottles of elegantly carbonated water?

Drink horsey.

Fastidious people demand

BILLY BAXTER CLUB SODA

the highest carbonated water bottled in the world, custom-made for your health, your club, your home.



Your fancy dealer, or we will express to you.

THE RED RAVEN CORPORATION
CHESWICK, PA.

In ARIZONA



ABROAD At Home

Come to Douglas on the International Boundary for a visit to foreign lands! Just across the street is Old Mexico—musical, soft-spoken Spanish.. strumming guitars.. crooked, old-world streets.. sombrero'd peons leading quaint little burros.. ageless missions standing stark and beautiful against the horizon. The city of Douglas, in striking contrast, presents metropolitan shops, fine schools, modern living accommodations, and facilities for all kinds of outdoor sports including a splendid new all-grass golf course. But, again, just outside of Douglas one finds dude and cattle ranches in the West of yesterday.. home of lariat-throwing cowboys, desert.. pine-clad mountains.. land of the Last Frontier:

GOOD HUNTING — SCENIC BEAUTY
In Chiricahua Mountains are deer, lions, bears, birds and small game. See world famous Chiricahua National Monument.. a wonderland of weirdly colored rock formations. Explore prehistoric ruins. Come to warm, dry, sunny Douglas for romance, play, relaxation and exciting adventure.

Come via Rock Island—Southern Pacific, American Airlines or Broadway of America (Highway 80).

BORDERLAND Sunshine Club

FIESTA STREET, DOUGLAS, ARIZONA
Please send me complete information and attractive booklet!

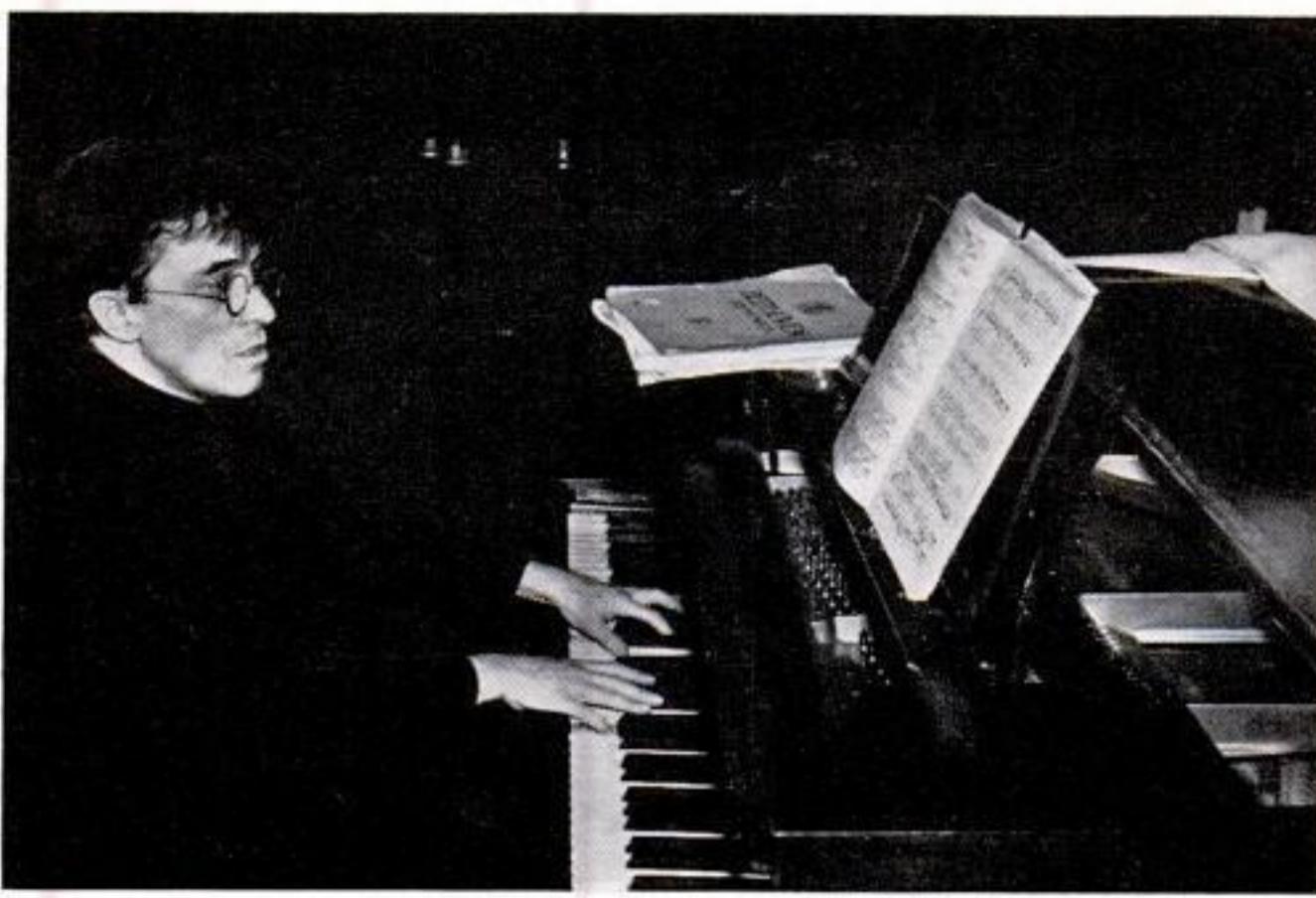
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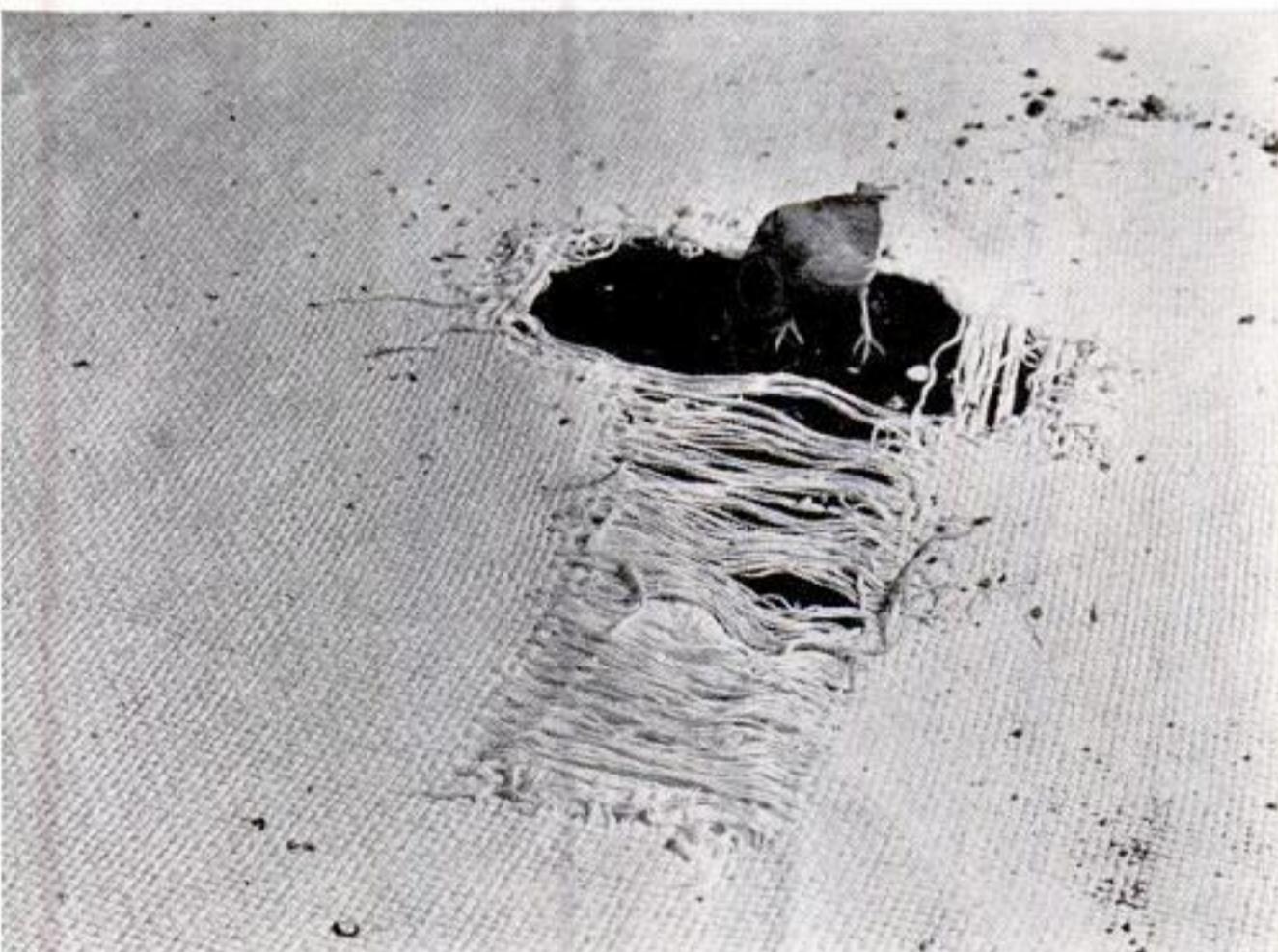
Across from Old Mexico!

Physiologist's Canaries (continued)

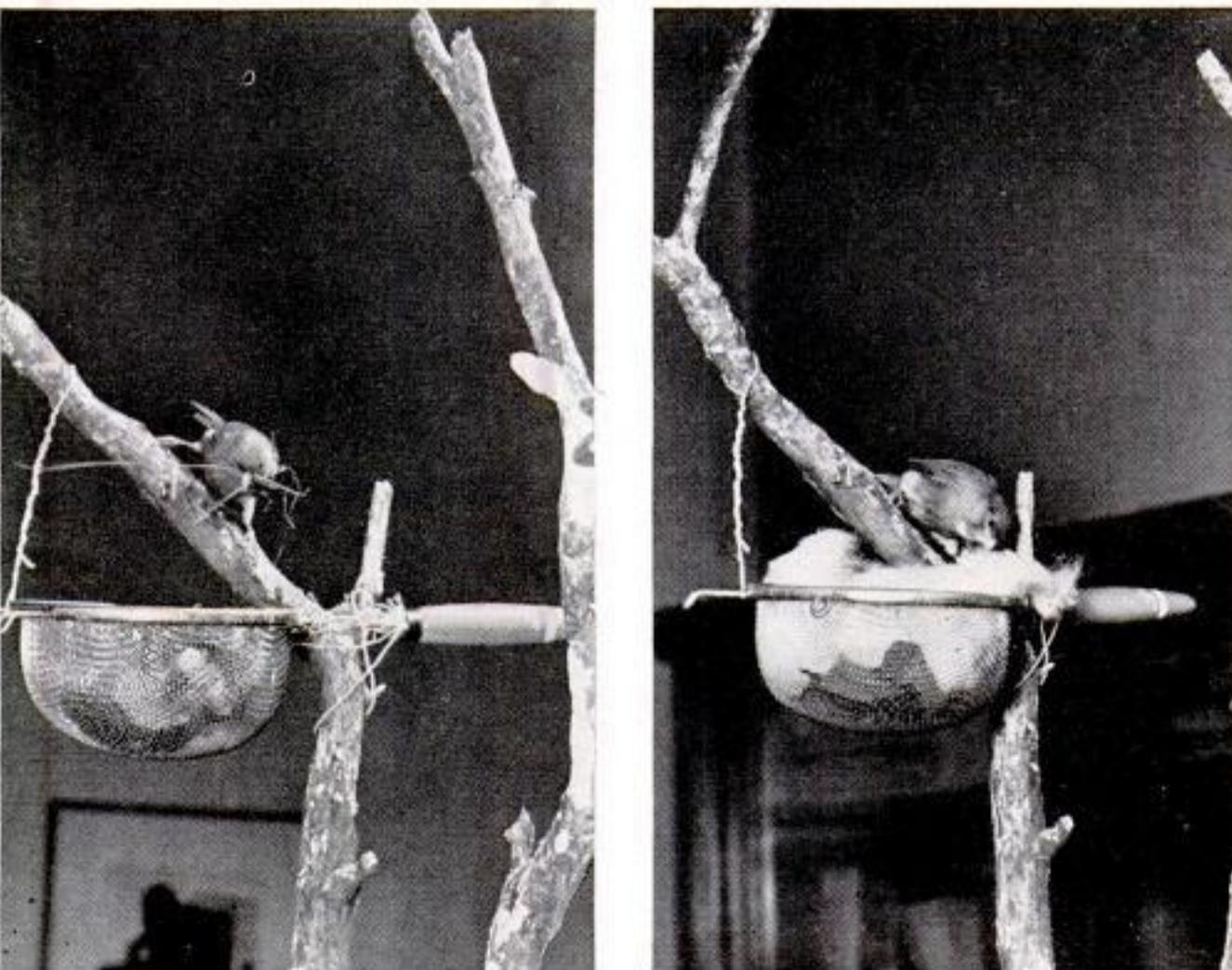
Dr. Eckstein is 47. He is author of a biography of Noguchi, Japanese discoverer of the cure for yellow fever, and of a play which Katharine Cornell has bought. Next to birds, he loves music. Sunday afternoons in his laboratory, he tunes the radio to a symphony broadcast and Hinge sings along unceasing for two hours—even through the concert's intermission.



Dr. Eckstein plays and his birds sing with him, changing key as he changes. Once they flew out the open window. Eckstein played Beethoven, brought them back.



The piano cover is a favorite source of nest lining. This bird has a strand around her beak. Once a bird tried to pluck out one of Dr. Eckstein's hairs for her nest.



Nests in the lab, put up each spring, are built in ordinary coffee strainers.

The nest is fitted in a few hours. This is filled mostly with absorbent cotton.

THE SMART GIFT

Is one of these attractive manicure sets bringing her year-round beauty in the La Cross manner.



La Cross
NEWARK, N. J.
NAIL POLISH SETS

The prestige polish that looks better and lasts longer



You're Right, Sailor!

It took him fourteen years to find it, but when he did . . . well, just read his letter.

October 11, 1937

Whittemore Bros. Corp.
Boston, Mass., U. S. A.

Dear Sir:
I have been looking for fourteen years to find something to make navy shoes last longer. When I was in Charleston, S. C., on shore leave I ran across your Oil Paste. . . . Before I discovered it, my shoes only lasted me for two (2) months, due to exposure to salt water. . . . Believe me, I have been wearing a pair of shoes since June 1, 1937 and they are good for twice that time since I started using Whittemore's Oil Paste. . . . I remain,

W. M. Commins,
GM 3/C U.S.N.
U. S. S. Roper

WHITTEMORE BROS. CORP.
Cambridge, Mass.



**WHITTEMORE'S
OIL PASTE**



Teacher's is the Scotch any man's glad to get... men talk about Teacher's taste. They praise its full, rich body and the mildness that gives it smooth balance. So turn to Teacher's at holiday time. It's the friendly thing to do.

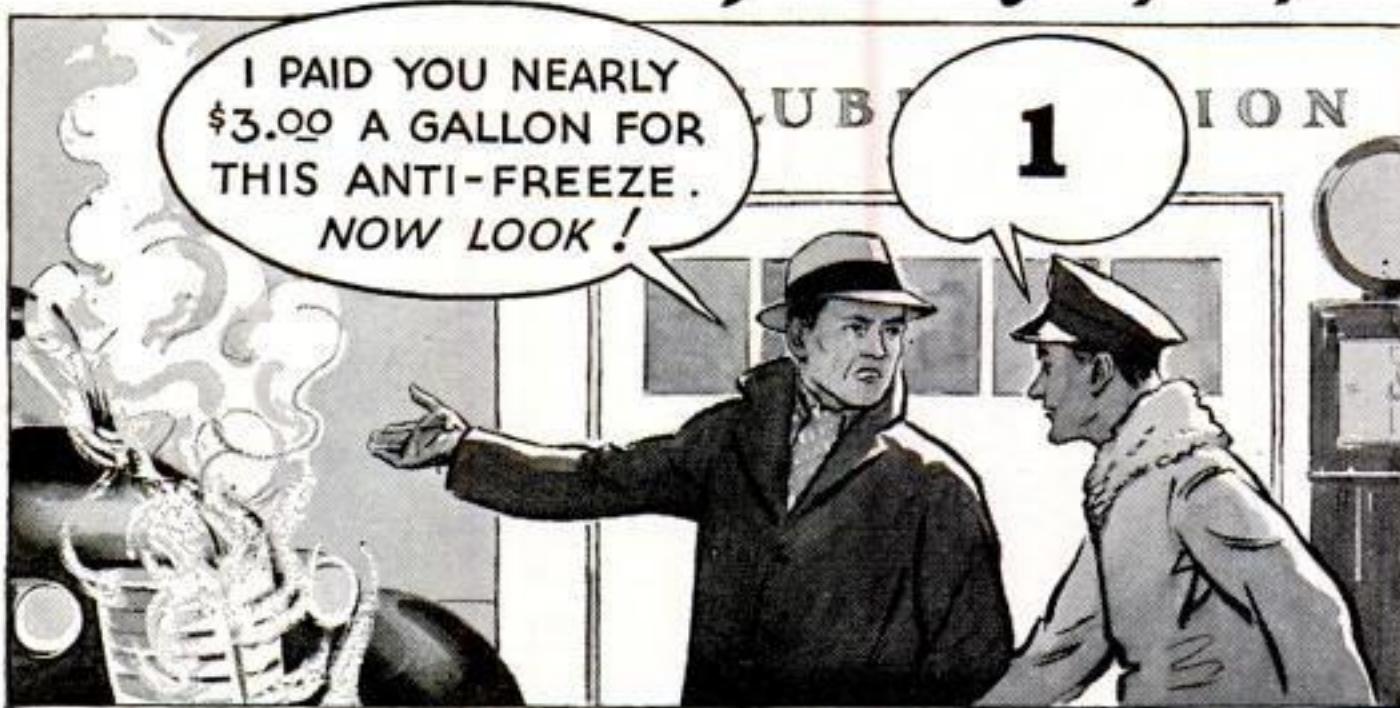
"It's the flavour"

86 PROOF

Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

SOLE AGENTS FOR THE UNITED STATES: Schieffelin & Co., NEW YORK CITY • IMPORTERS SINCE 1794

THEY BOTH HAD ANTI-FREEZE IN THEIR CARS BUT *they both froze up!*



1 "I know, but we can't guarantee against anti-freeze creeping out through hose connections, gaskets, etc. Many anti-freezes, especially the more expensive ones are only safe to use when the cooling system is in absolutely perfect condition. Some anti-freezes will creep through gasket seams and hose connections that even water can't get through. That's what happened in your case."



2 "Well listen, lady, just putting enough anti-freeze in a car isn't the answer to real protection. Some anti-freezes have no oil seal or too low a boiling point, so they evaporate or are boiled off. There's lots of risk in buying just any anti-freeze from just any dealer. You probably had quantity enough but not quality enough."

Thermo-Royal's Protective Base would have saved them both!

Here's Why!

Thermo-Royal offers greater protection drop per drop... penny per penny than any other anti-freeze on the market.

Thermo-Royal has an exclusive chemical protective base. This base prevents the formation of hard ice down to the temperature originally protected against, provided as little as 20% of the original solution remains in the cooling system. Thermo-Royal is the only anti-freeze that gives you this extra measure of protection plus these other features. Thermo-Royal is made of anhydrous ethanol for maximum protection against freezing. It contains a rust preventative... not a rust solvent. It contains a special oil seal to retard evaporation. There are no poison fumes. It will not "creep" out of any cooling system that will hold water. And it sells for only 25¢ per quart. Don't risk an expensive freeze-up! Play safe. Insist on Thermo-Royal.



During the winter months every car leaving the factories of Graham-Paige Motors Corporation, The Studebaker Corporation and Willys-Overland Motors, Inc., will be serviced with Thermo-Royal. This decision was reached only after exhaustive tests by their engineering staffs had proven Thermo-Royal to be the outstanding ethanol base anti-freeze with the perfect rust inhibitor, oil seal and exclusive protective base.

THERMO-ROYAL
ANTI-FREEZE **25¢**
PER QUART
30¢ Per Quart West of Rockies

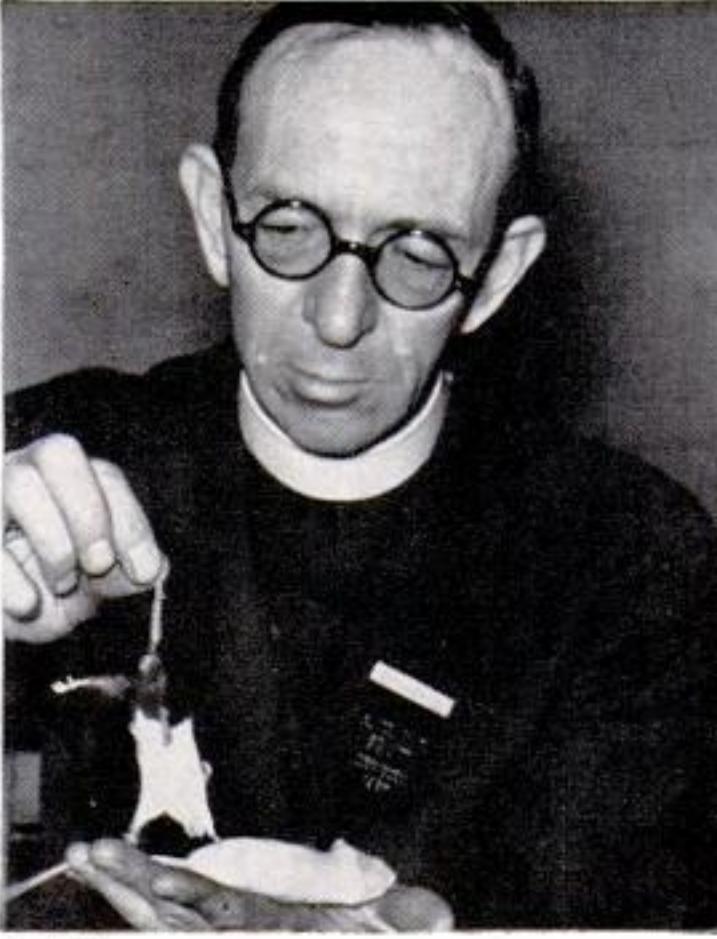
***** Super Thermo in Tamper Proof Cans, Only 20¢ per Quart (Not Sold West of Rockies) *****

MICE ARE EXHIBITED AT MANHATTAN CAT SHOW Rector leads U. S. Rodent fanciers



For the first time in its conservative life, the Empire Cat Club permitted the showing of mice and rats at its important Manhattan show on Nov. 19-20. Eighty-five rodents were placed on public display. Judged best mouse was a nameless black buck (above), owned by a Chicago doctor, which won a silver cup, a rosette inscribed "Best Mouse" and 40¢ in cash.

Moving spirit of this rodent exhibit was the Rev. Reginald Willoughby Ferrier (below), rector of the Episcopal Church of Stockport, N. Y., and founder in 1936 of the American Mouse Fanciers' Club. Mr. Ferrier imported his mice and his idea from England, where mouse fancying has gained great impetus in the past few years.

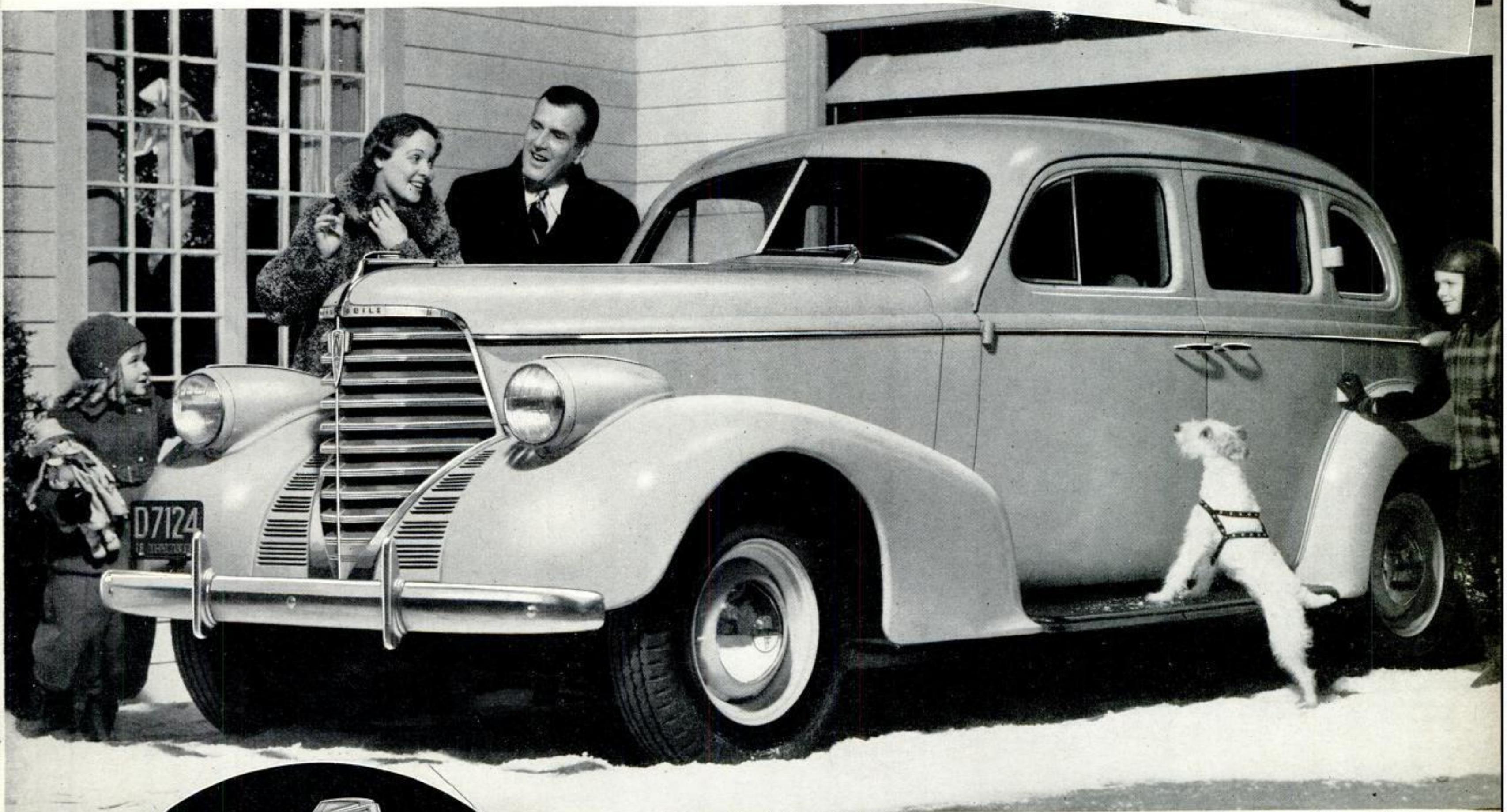


Judging a mouse, the Rev. Reginald Willoughby Ferrier picks it up by the tail, looks

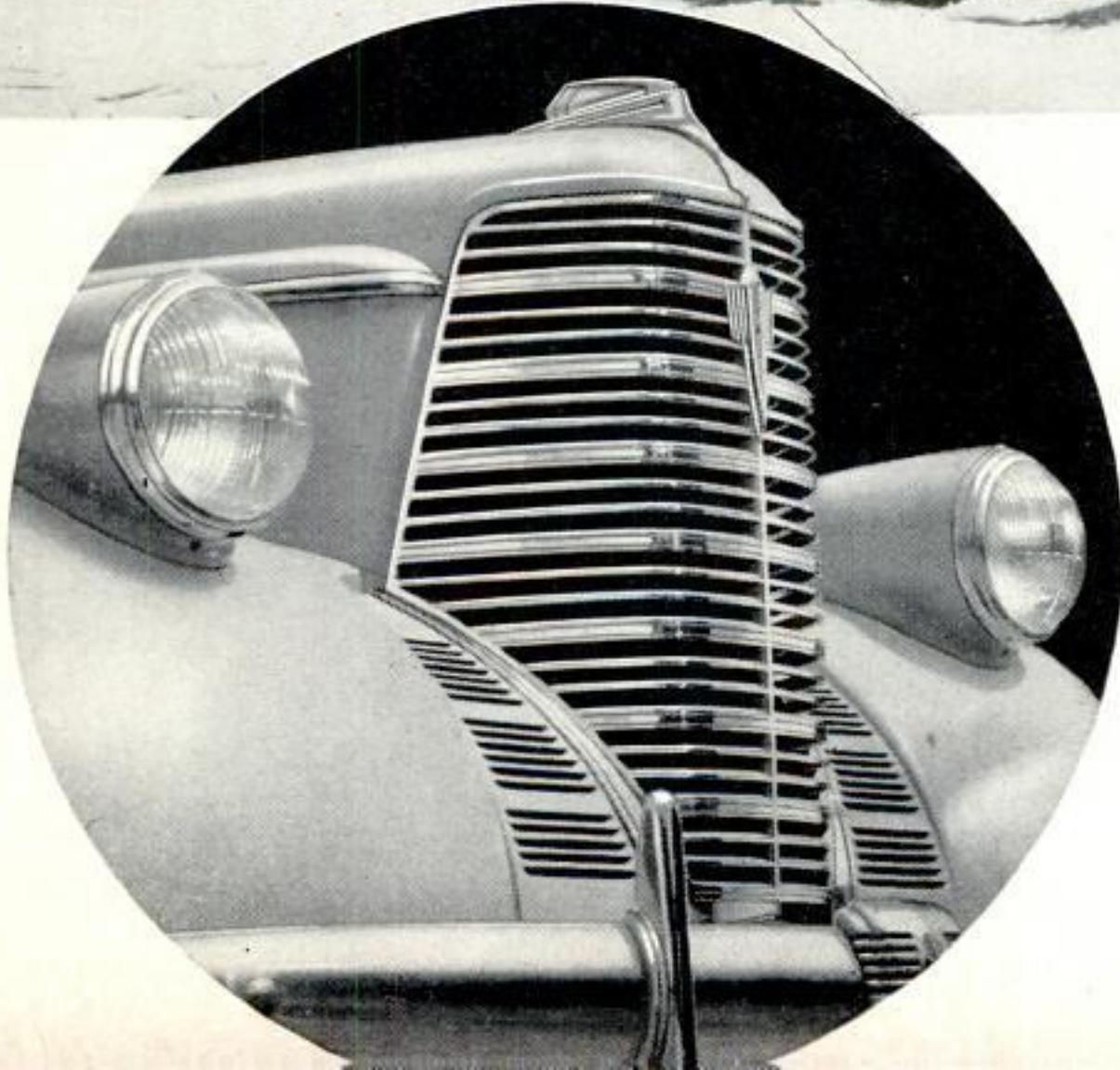


for color, a long racy body, a clean head, big eyes. His pets play all over him (above).

*Make it a
Merry Christmas
with a Merry
OLDSMOBILE!*



Below—New Oldsmobile Eight



Above—New Oldsmobile Six

THREE'S a new Christmas thrill in store for many a family this year . . . the thrill of owning a big, new Style-Leader Oldsmobile. Whether it's a surprise gift, or a gift "for each other," an Oldsmobile for Christmas is a source of holiday happiness that extends the whole year through. Here is a car that sets the styles for America to follow . . . a car that is quality built

... a car that offers every latest feature for family safety, from the modern, new Safety Instrument Unit and Safety Dash to the sensational new Automatic Safety Transmission, optional at extra cost on all models of the 1938 Six and Eight. Why not give your family a Christmas that will be long remembered . . . a *merry Christmas* . . . a *merry Oldsmobile Christmas!*

B E M O N E Y A H E A D . . . B U Y Q U A L I T Y!

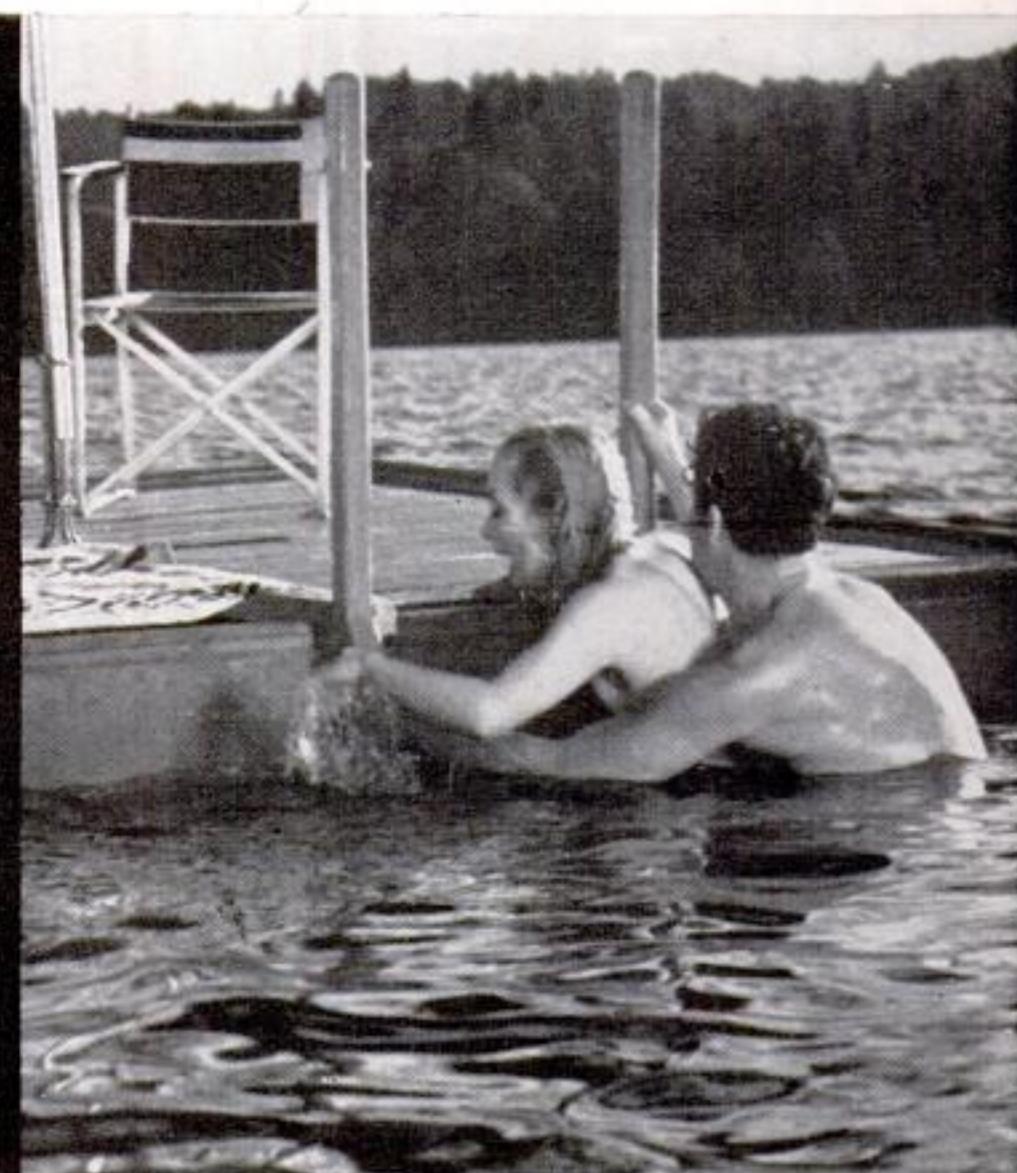
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CAROLE LOMBARD GOES SWIMMING WITH MACMURRAY



SHE GETS IN THE WATER, STARTS CRYING "HELP!"



HER MOVIE HUSBAND RESCUES HER



MOVIE OF THE WEEK:

True Confession

Carole Lombard in a crazy farce

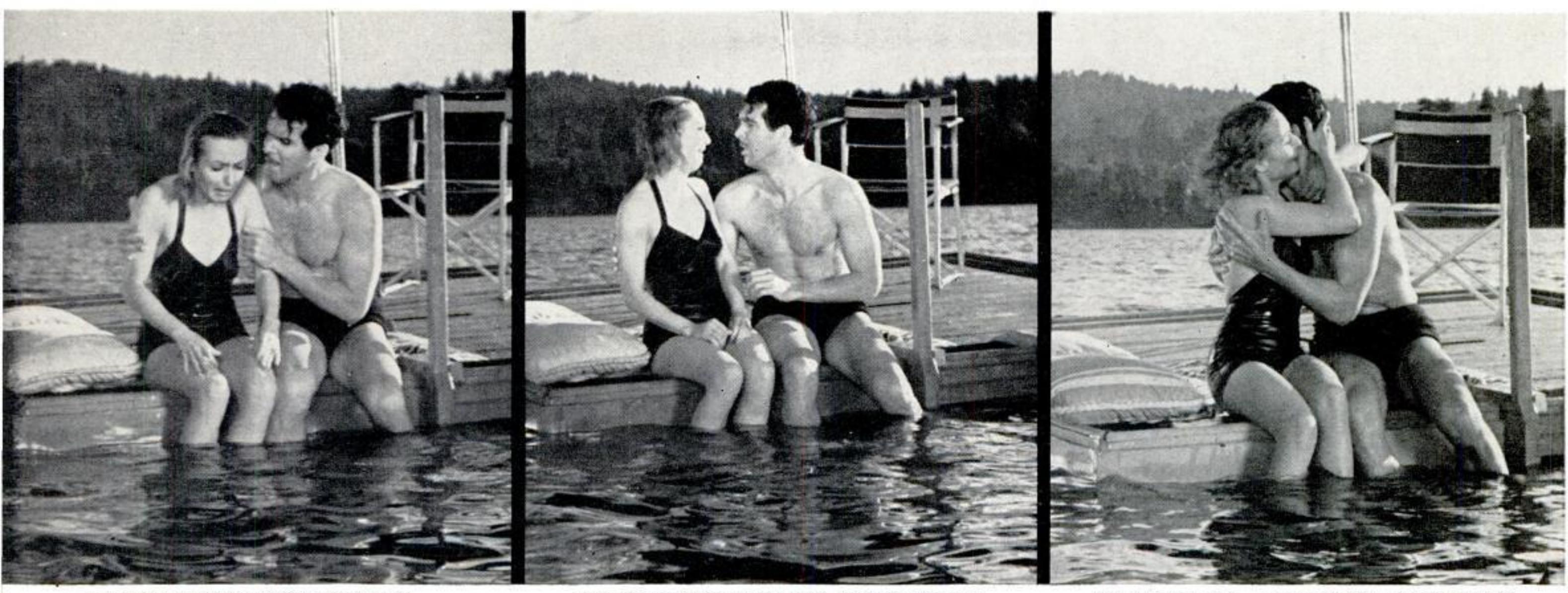
Carole Lombard has the distinction of starring in the best movies of two successive weeks. Both *Nothing Sacred* (LIFE, Dec. 6), which was made first, and *True Confession* are high marks for the season's comedy. They should boost Miss Lombard to a well-earned pedestal as one of the screen's top comedienne.

True Confession is a "screwball farce" and Carole Lombard can lay some claim to having started the current craze for slapstick farces. It was *My Man Godfrey* (1936), in which she starred with her ex-husband, William Powell, which began the crazy cycle. Miss Lombard, moreover, has been doing the same sort of comedy, on and off the screen, for the better part of her 29 years. She began life as Jane Peters in Fort Wayne, Ind., where, at a tender age, she attained repute as a tomboy. At 7, she went to Hollywood with her family and at 10 broke into the movies in a picture with Monte Blue. "Boy, oh boy," she recalls, "it was a stinker!" During her late teens she trained for comedy by dodging custard pies for Mack Sennett. Not until 1934 did she graduate to first-rank pictures in *Twenty-Second Century*, which was a screwball farce before its day.

Miss Lombard is noted for a sense of humor, often rowdy, and a tongue equally gifted at profanity and wisecracks. Her constant escort in Hollywood is Clark Gable. If and when the second Mrs. Gable gets a divorce, Miss Lombard probably will be the third.

Around movie lots Miss Lombard is popular because she will stand for almost anything. The picture at left shows her on location at Lake Arrowhead, Calif., where the *True Confession* company went to shoot the scene above. She and Fred MacMurray made the scene in water which was only 45°.

Another thing Hollywood likes about Miss Lombard is her frankness. Columnist Ed Sullivan recently asked her if she would like to play Scarlett O'Hara to Clark Gable's Rhett Butler in *Gone With the Wind*. Her answer: "You're darn right I would."



SHE PRETENDS SHE NEARLY DROWNED

BUT HE SEES SHE IS FOOLING, BAWLS HER OUT

SHE IS CONTRITE. HE FORGIVES HER WITH KISS



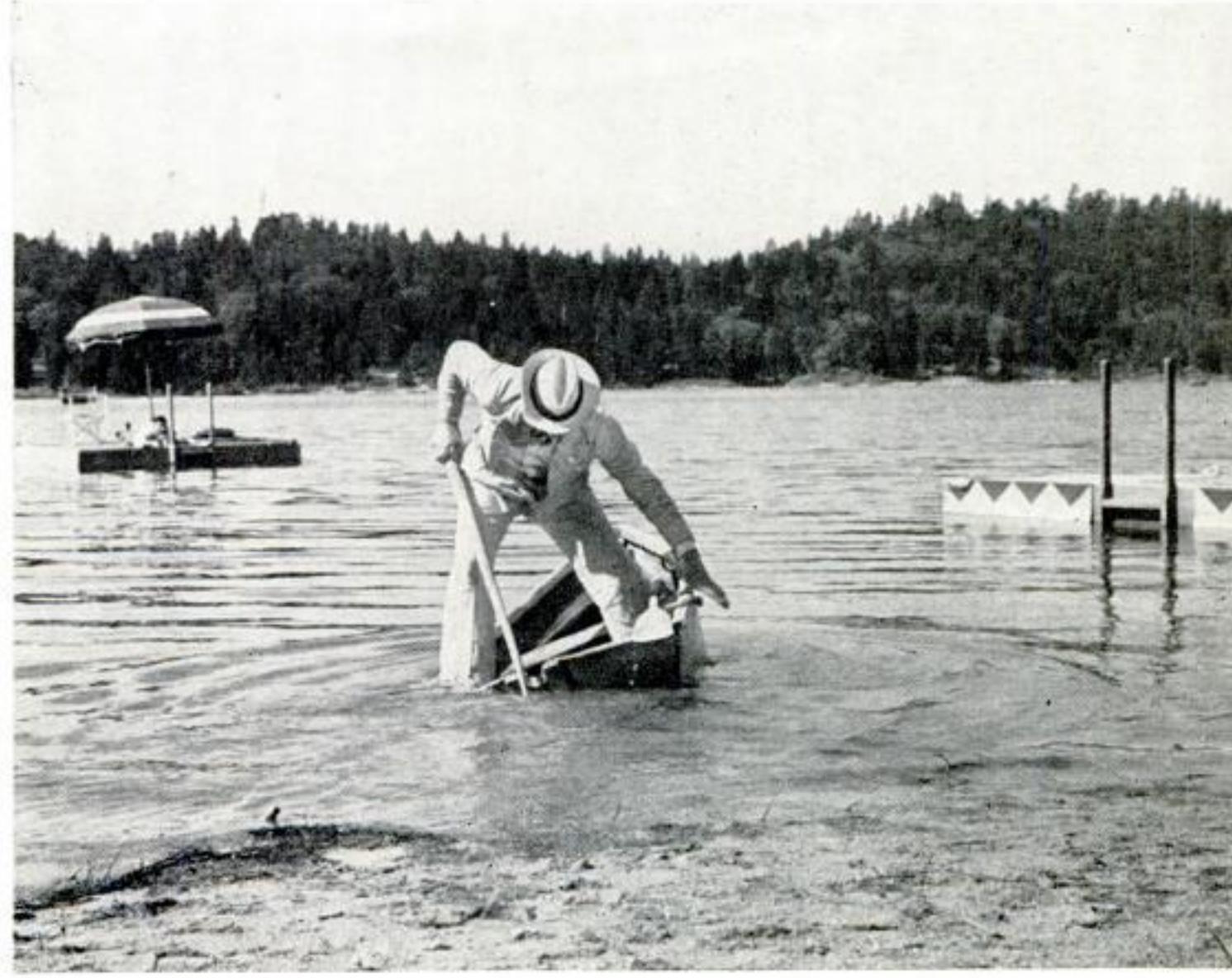
1 In *True Confession* Carole Lombard is a young wife with a runaway imagination, a fondness for lying. She is thinking up an idea which will surely get her in trouble.



2 It does get her in trouble. She is caught at the scene of a murder, incidentally upsetting this passer-by. In her eagerness to help solve the murder, she confesses to it.



3 Even her lawyer-husband (Fred MacMurray) believes she did it. In court they act out a scene in which the victim attacks her and she shoots him. The jury acquits her.



4 Later John Barrymore turns up in a rowboat to confess that he is the murderer (in fact he isn't either). As a balmy tippler, Barrymore is at his best, nearly steals the show.

THE CAMERA OVERSEAS: FRENCH HOTHEADS OF THE RIGHT PLOT ARMED REVOLT



SMALL FRY ARRESTED SEPT. 16 LED TO BIG FRY



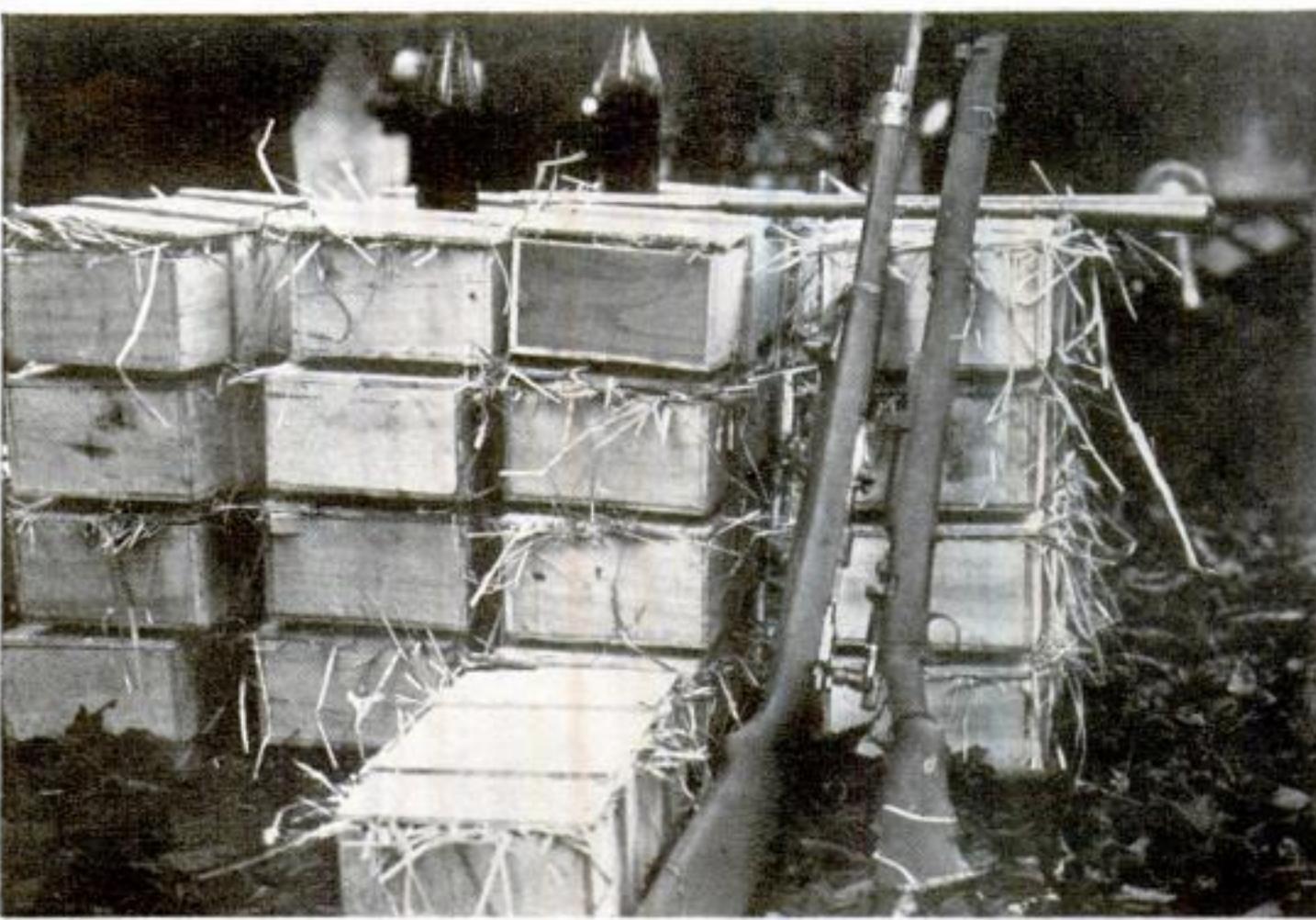
General Duseigneur, arrested Nov. 24, admitted president of innocent anti-Communist society.



Electrical Engineer Jean de la Meuse, who was charged with building arms caches, is shown leaving the Ministry of the Interior on way to jail.



Vice president of anti-Communist society is Pozzo di Borgo, feuding with his ex-chief, Col. de La Rocque.

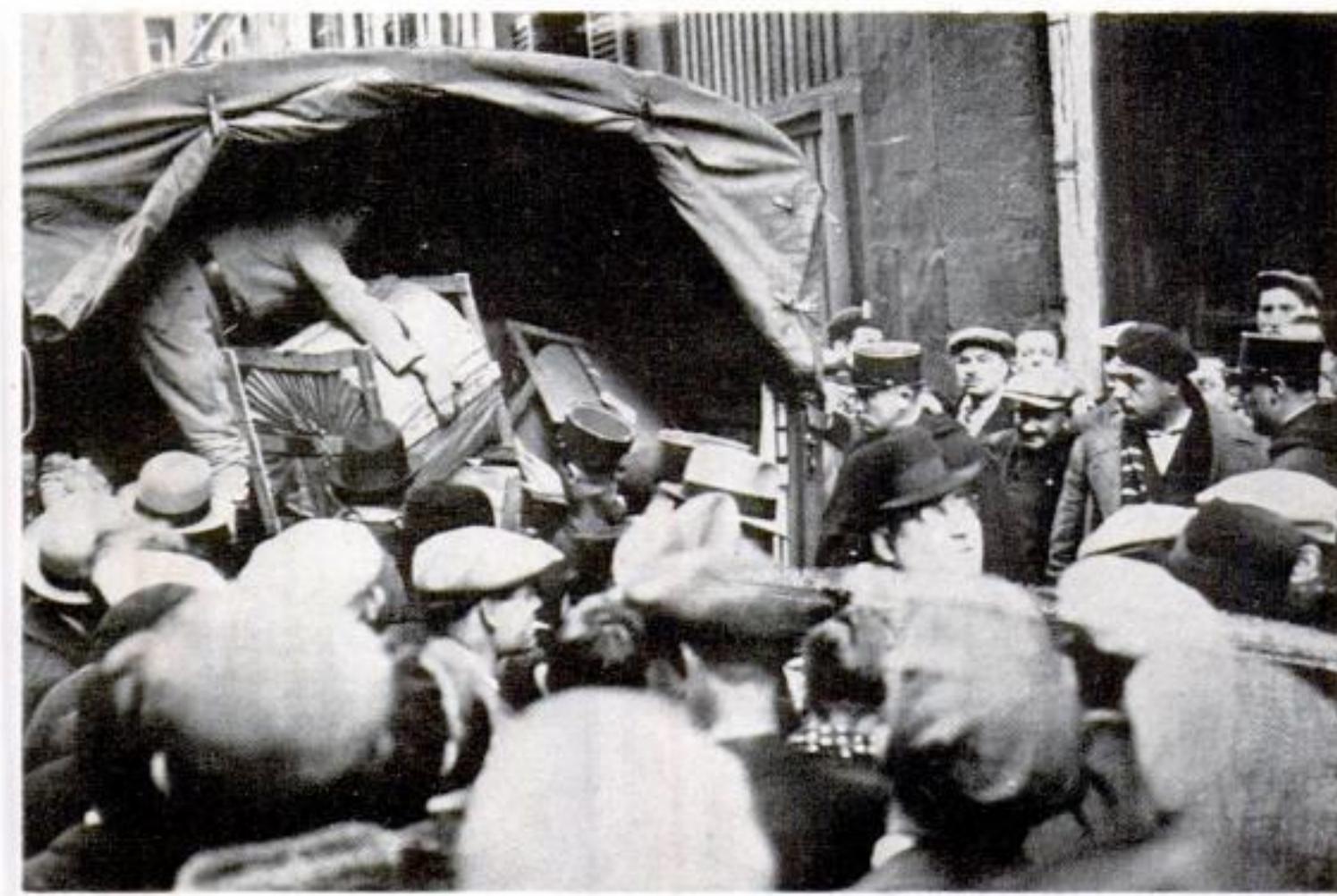


Cartridge cases, two guns, two bottle grenades, are found in an empty villa in the Paris suburb of Villemomble. Frenchmen may own arms if they register them with the police.

Plots by political bad losers to overthrow elected governments are more than movie scenarios in France. Between Nov. 16 and 26 the French police swooped down on several hundred houses and carted out enough guns and powder to arm a division and blow up a considerable part of Paris. They arrested 30 suspects, including General Duseigneur, a retired chief of staff to an Air Minister; a rich electrical engineer named de la Meuse; and a famed Rightist troublemaker, Count Pozzo di Borgo, a Corsican lately engaged in a bitter legal feud with his ex-chief, Colonel François de La Rocque.

Newspaper phrasemakers promptly tagged the secret society accused of plotting revolution *Les Cagoulards* (*cagoule* means mask or cowl). What could be proved was that Duseigneur and Pozzo di Borgo ran an anti-Communist organization. The police accused them of running also a Secret Committee for Revolutionary Action. Pozzo di Borgo threatened to involve "higher-ups" and police elaborately guarded the identity of several suspects, presumably prominent ones. Frightened citizens suddenly began dumping firearms for which they had no permits in parks and gutters. Into this excitement butted the monarchist Pretender to the throne of France with a manifesto proposing to "reconquer" his throne—but not by force. Police raided the headquarters of the Pretender's newspaper, *Courrier Royal*, as the Pretender's son hastily declared he had no connection with the plot. What was in fact happening was a symptom of the present demoralization of the extreme French Right. Its outstanding leaders have lately all been discredited by scandal or defeat at the polls. The wild men of the various factions thereupon drifted still further Right and supposedly concocted the desperate adventure of armed revolution. A romantic feature of the plot, in the style of *Les Misérables*, was to be an attack on Paris key points through the Paris sewers (see opposite page).

Biggest surprise was that the Leftist Popular Front Government, instead of making political capital of the plot and crying, "The Republic is in danger," deliberately played it down, urged Frenchmen to laugh it off.



One raid, at 10 Rue Jean Beausire, gets 11 submachine guns, 1,500 hand grenades, 14 antitank guns, 5 machine guns, 17 sawed-off shotguns. Police truck the booty away.



Down into a Paris sewer went this Paris police inspector to look for ammunition and trace a secret telephone wire

from a house in the Rue Ribera. He found nothing. Seized papers of *Les Cagoulards* had included a map of Paris sew-

ers leading to the French Parliament building, suggesting a plot to dynamite the Popular Front deputies at work.



Homemade grenades made of bottles were found in the abandoned villa at Ville-momble. At some dozen points in and around Paris the plotters had fortified houses.

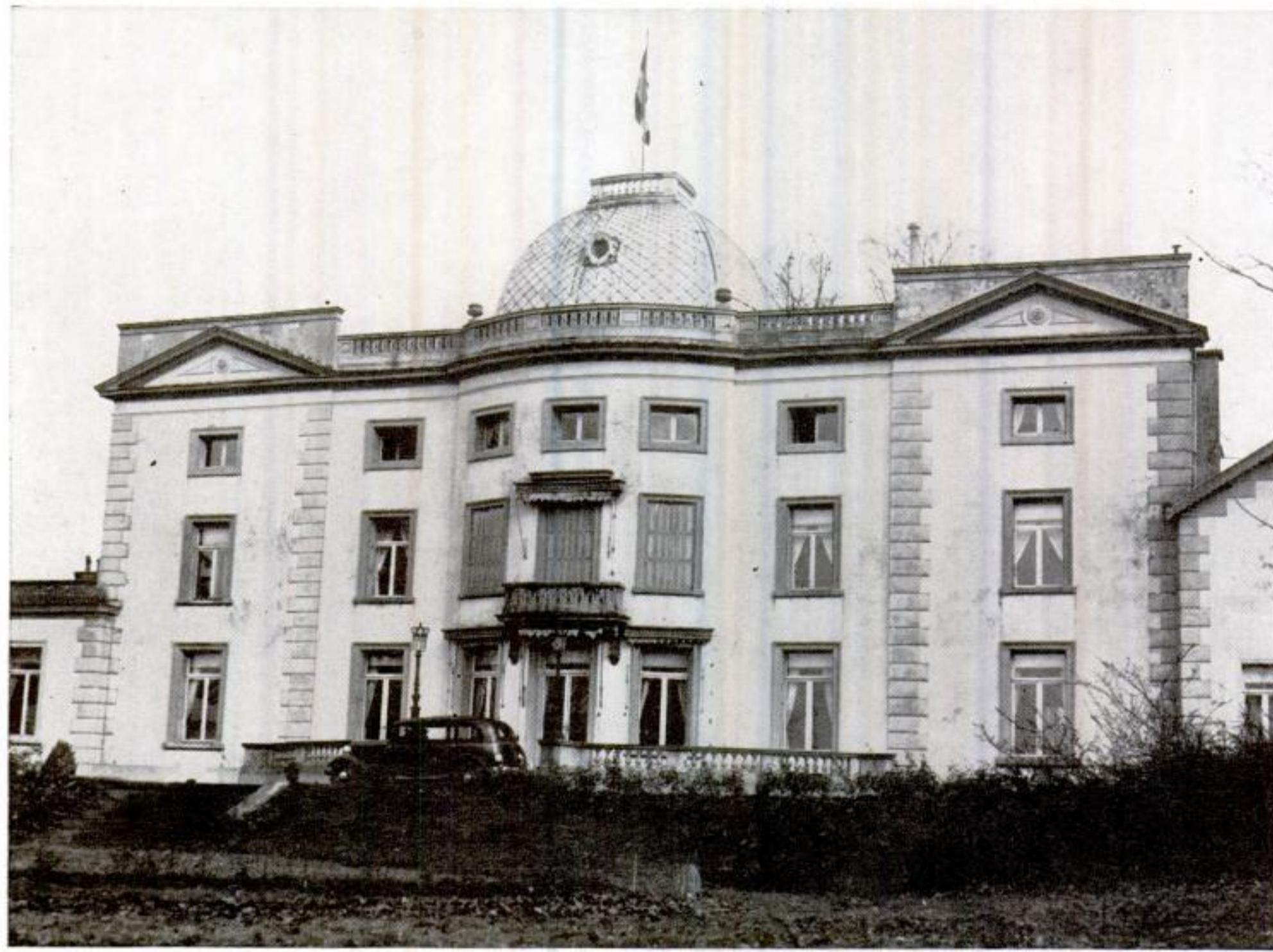
Outstanding Extreme Rightist leader left is a Monarchist



Charles Maurras wants to overthrow the French parliamentary government, substitute a monarchy. In October, 1936, he was jailed for advocating the murder of Socialist Leader Léon Blum, got added prestige by serving his term in a cosy cell (above), was presented with a coronet afterwards (below). His chief defect as leader of the French Right is that he is 69.



THE CAMERA OVERSEAS: THE NEXT "KING OF FRANCE" MUST LIVE IN BELGIUM



"King's Castle" is this Manoir d'Anjou in the Woluwe St.-Pierre suburb of Brussels in Belgium. The lampposts

are topped with crowns and decorated with the fleur-de-lis of the House of France. The flag is the French tricolor.

The simplest and most romantic element in the wilderness of the French Right are the men who propose to restore a King of France. Since 1848 Pretenders to the Throne of France have been immensely dull, dignified men whose political appeal was largely to look hurt that France had rejected them. Such too is the present pretender, Jean III, Duc de Guise, an ailing 6 ft. 6 in. 63-year-oldster.

But his son, shown on these pages, exhibits signs of political *It*. His title now is Count of Paris. When his father dies, he will "reign" as Henri VI, reminding Frenchmen of great Henri IV, "Henry of Navarre," who founded the Bourbon line of French kings. He will reign, of course, in exile, since an 1886 law forbids all pretenders and their sons to step on French soil. When Henri did so to serve his term in the French army, he was jailed for three months.

Now 29, Henri in 1935 wrote his father's manifesto plumping for the corporative state. Since then Henri has decided that his game is to oppose both Fascists and Communists and stand against dictatorship. On Nov. 22, in the middle of the Cagoulard raids, he issued over "papa's" name a new manifesto saying "A King is nonpartisan." There are in France perhaps 50,000 monarchists. Their brilliant, aging leader, Charles Maurras (see previous page), however, is opposed to both Jean III and Henri V, just stands for the monarchy in theory. Jean's and Henri's chances of becoming King are estimated at "zero."



Count of Paris and wife with their children (from left) Prince Henri Philippe, 4, the Count's heir; Princess Hélène, 3, Princess Isabelle, 5. Missing is Prince François, 2.



France from exile can just be seen on the horizon by the Count of Paris from the high stone battlements at his Agimont castle (an inch southeast of Brussels on map opposite).



Henri, Count of Paris, poses against his ancestors' France

This man, whose followers say he has the almond eyes and high cheekbones of the 10th Century Capetian kings of France, is also descended from Saint Louis of the 7th Crusade, from Henry of Navarre and from Louis Philippe, last Bourbon King of France (1830-1848). His line are the Orléans pre-

tenders to the throne but so cannily have his ancestors married their own cousins that they are now the only serious pretenders. The Count's wife is an Orléans-Braganza, his brother-in-law is the Italian Duke of Aosta, Ethiopian Viceroy, and he is related in some way to all the European royal houses.

THE CAMERA OVERSEAS: THE ENGLISH BUY BACK THEIR SILVER CHEAP FROM HEARST



Sotheby's (pronounced Southby's) was founded in 1744. It now has relatively new (1917) auction rooms and vaults in Bond Street. A dealer-buyer, J. B. Oliver, is arriving.

One ton of fine old English silver was auctioned off in London, Nov. 17, for "a Gentleman, a well-known Collector," easily identified as William Randolph Hearst, rich and potent American publisher. For eight years Hearst's English silver buyer, W. Permain (right), had been buying these pieces for Hearst's Welsh castle of St. Donat's. Agent Permain had had to bid against the "Ring" of smaller British dealers whose semimonopoly was officially broken in 1933 by Act of Parliament. These men feel that private collectors should buy and sell through them, penalize private collectors who do not do so by bidding up the price of the pieces they want. They do not bid against one another in the open market. But any piece a member buys is put up in a private "Ring" auction afterward. This system operated to make Mr. Hearst's buying prices high, his selling prices low. Though he made a profit on some pieces, broke even on others, he lost about \$100,000 on the whole deal, got \$108,220 cash minus commissions. But he probably would not have done much better had he sold his silver in the U. S. market.

Sotheby's, great London auctioneers whose huge storage vaults run far under Bond Street, handled the sale. A slight nervousness marked the Sotheby partner auctioneer (below) because the sale was one of the century's most important. Spectacular disappointment was the silver-gilt (silver-gilding is now out of fashion) Elizabethan cup which cost Hearst \$16,375, brought only \$2,500 (see opposite page).



Hearst's buyer, W. Permain, looked sour as his employer's English silver went for half its cost. This was the London dealers' day of revenge for Mr. Permain's bidding victories.



Auction of Hearst's silver proceeded tensely with nods, winks, twitches from sleepy-looking dealers. Auctioneer is Sotheby Partner Felix Walter Warre, old Etonian, known

for his sound, considerate auctioneer's manner. Attendant is passing down the long green baize table with a Queen Anne teakettle which cost Hearst \$5,690, brought \$4,000

from Crichton's, No. 1 British silver dealer. Dealers, including Ben Tobert (black hat) and R. Davis (right), may scrutinize and handle the silver as it passes down the line.



Tea caddy made by 18th Century Paul Lamerie is examined by Dealers J. Bloom and J. Castle. The set of Lamerie caddies is boxed in the fine mounted chest (*left foreground*).

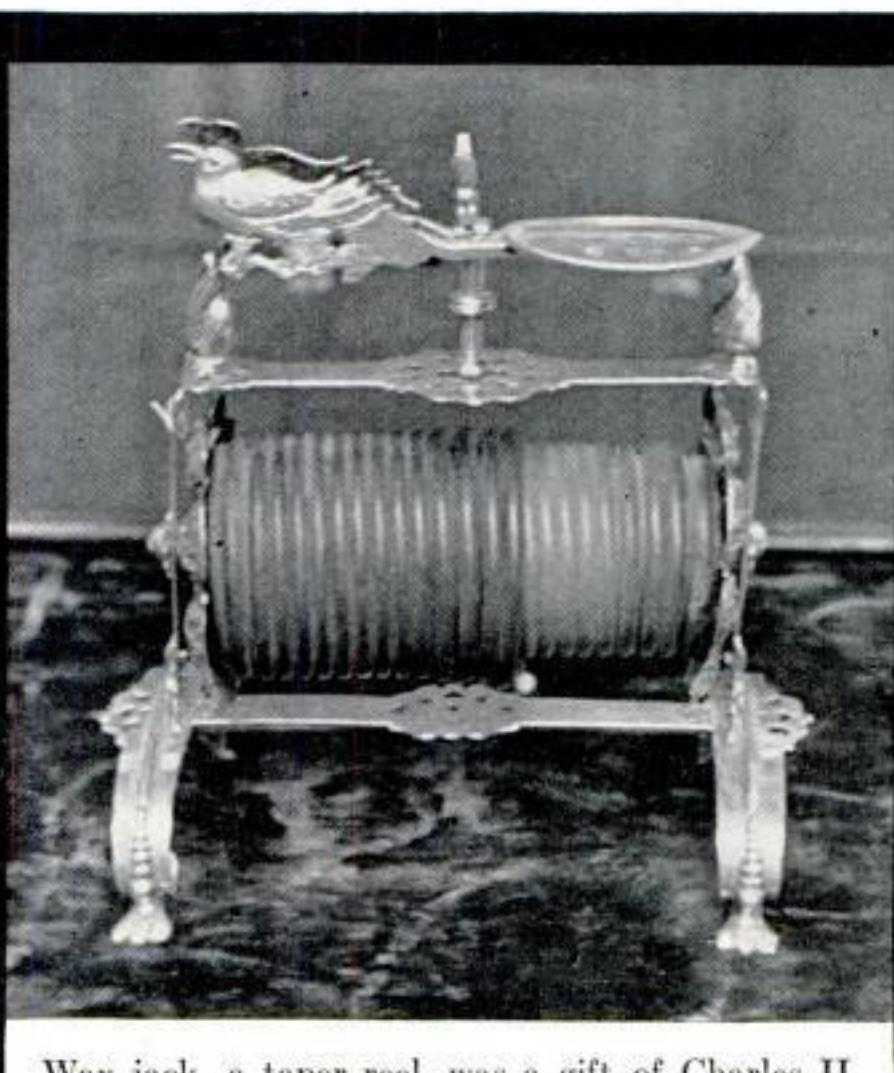


Private Collector E. Morgan May inspects the Lamerie tea caddies, does not often bid against the dealers who consider private bidding unfair to them, eliminating commissions.

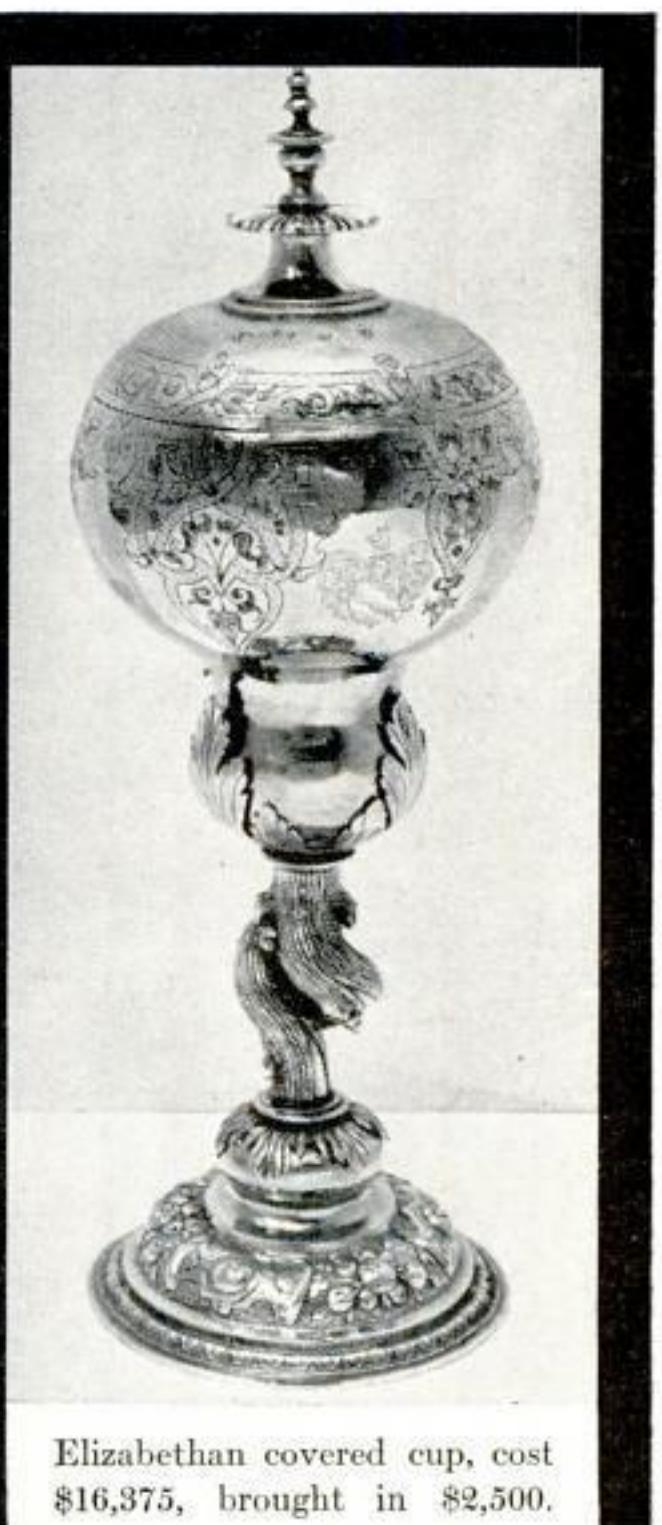
What Hearst Sold Back to English Silver Dealers



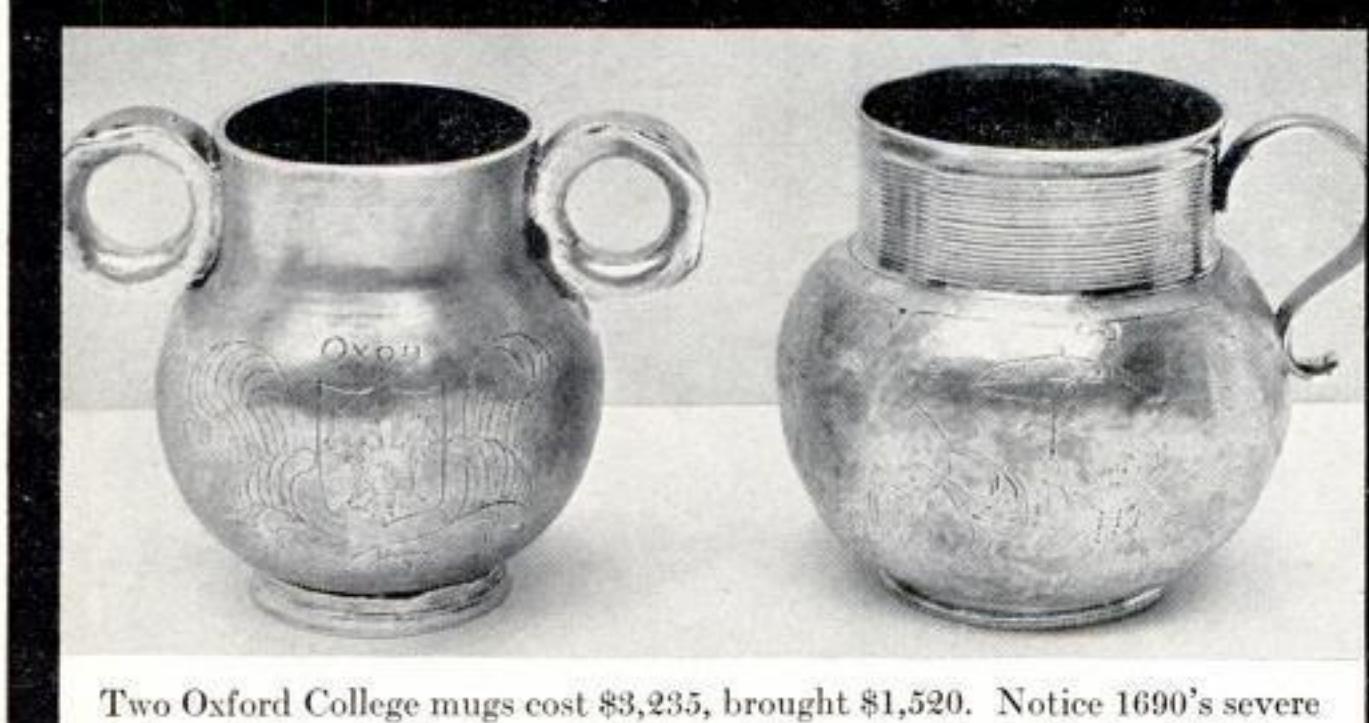
Two James II two-handled cups & covers, engraved with Leigh family arms, bought by Hearst for \$15,190, sold for \$13,250 to Lumley's, British dealer.



Wax jack, a taper reel, was a gift of Charles II in the 1680's, bought for \$2,400, sold for \$1,975.



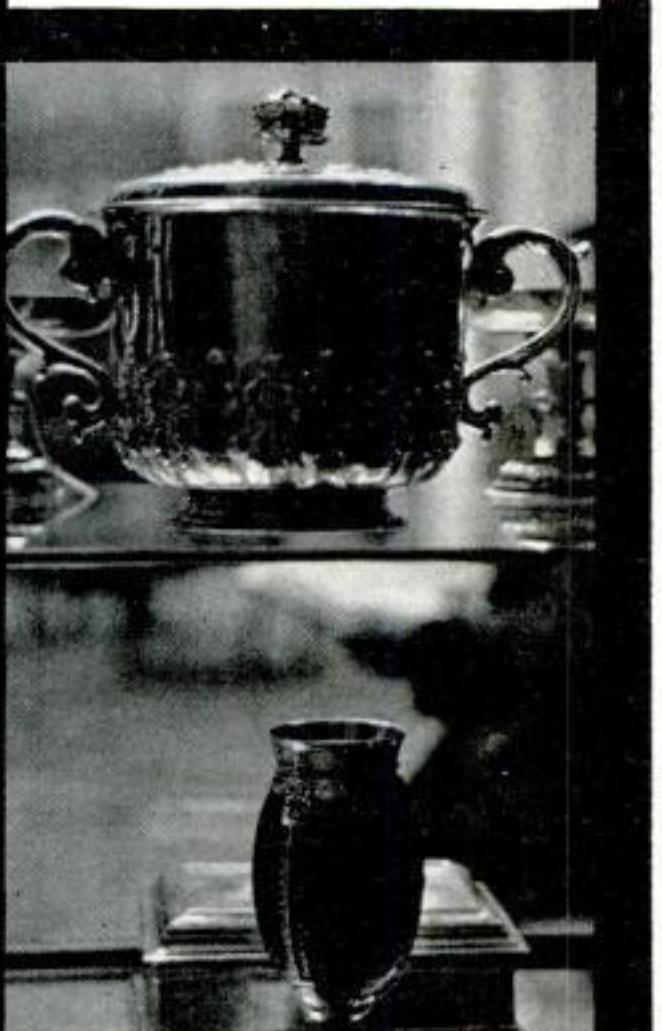
Elizabethan covered cup, cost \$16,375, brought in \$2,500.



Two Oxford College mugs cost \$3,235, brought \$1,520. Notice 1690's severe design (*left*) and flamboyant Chinese design (*right*) of Charles II's time.



Silver andiron (George I) brought in \$1,500 with its mate. England was silver-rich in the 1740's.



Porringer (*top*) brought \$4,750; Elizabethan coconut cup \$1,500.



Socket candlesticks of James I's time, bought from Lord Swaythling's collection for \$4,185, sold for \$3,250 to Mallett a dealer. Bases are unusual.



Often the best man— never the groom

EVERY year he watched another of his closest friends get married. He envied them. It was bitter medicine to realize that he was still a bachelor; more than all else he wanted to "settle down." But one by one the girls who had attracted him, quickly dropped him to marry men with far less to offer. Arnold never knew why. That's the insidious thing about halitosis (bad breath): You yourself never know when you have it and the subject is so delicate that even your best friend won't tell you.

No Laughing Matter

People no longer laugh about halitosis. Research has established this offensive condition as being so real, such an everyday threat, that only the ignorant and careless fail to take precautions against it. The fastidious, realizing it is the fault unforgivable, are continually on guard.

A Notable Deodorant

There has always been one safe product especially fitted to correct halitosis pleasantly and promptly. Its name is Listerine, and it is the pleasantest tasting, most delightful mouth wash you can use.

Many imitations of it have failed either because they could not do what Listerine does; because they did not meet standard requirements for an antiseptic; or because they were too strong, too harsh, or too bitter to be tolerated.

Of the imitations that remain, a very large number lack Listerine's speedy action and efficiency.

For more than 50 years, Listerine has been used in hospital work because of its marked deodorant and antiseptic properties. When you rinse your mouth with Listerine Antiseptic here is what happens.

Four Benefits

- (1). Fermentation of tiny food particles (the major cause of breath odors) is instantly halted.
- (2). Decaying matter is swept from large areas on mouth, gum, and tooth surfaces.
- (3). Millions of bacteria capable of causing odors are destroyed outright.
- (4). The breath itself—indeed, the entire mouth—is freshened and sweetened.

Don't Offend Others

When you want such freshening and deodorizing effect without danger, use Listerine Antiseptic. Use it every morning and every night, and between times before business and social engagements, so that you do not offend.

LAMBERT PHARMACAL CO.,
St. Louis, Mo.



For HALITOSIS use LISTERINE

THE CAMERA OVERSEAS: THE BRITISH ROYAL



Princess Elizabeth who someday will probably be Queen of England poses with her favorite Welsh Corgi in the shade of a parasol held by her sister, Princess Margaret Rose.



Two little girls. This photograph shows more accurately than the photograph at top the princesses' fair hair, Elizabeth's erect, direct manner and Margaret's mischievous grin.



The princesses divide the attention of their two well-loved Welsh Corgis. Says Elizabeth of late King George V, "Grandpa is in Heaven now. I am sure God finds him very useful."

PARENTS PHOTOGRAPH THEIR DAUGHTERS

The King and Queen of England have two highly photogenic daughters and a camera. Like other parents, they use the latter to record the formers' smiling growth. On this and the opposite page are some of the photographs they have taken of the heir to Britain's throne and her younger sister.

They were supplied by the royal family to Lady Cynthia Asquith, secretary to the late Sir James Barrie, who has just published them in a book entitled *The King's Daughters—an intimate and authentic study*. Because the private life of the King is sacred in England, Lady Cynthia does not credit him with the snapshots but it is generally believed that His Majesty took more than one of these pictures. The text of her book goes far to corroborate the impression of simplicity and happiness which the photographs of these children convey.



Princess Margaret Rose, now 7, poses at the wheel. Incorrigibly light-hearted and impudent, she has had the benefit of her elder sister's training in what a princess should be.



An old picture of Elizabeth in Scotland. The fearless, sensible happiness of the two royal princesses is the highest possible tribute to their sensible parents, the King and Queen.

VITAL PEOPLE



It's Tea for Captain Bob Bartlett, famous polar rover. "Tea helps us through the Arctic's worst," says Captain Bob. "Tea hoists vitality—helps keep us fit!"



It's Tea for Famed Pilot Dick Merrill, who says: "Flying is strenuous work, so I value Tea for vitality. Tea helps keep me mentally and physically alert."



It's Tea for Roy Chapman Andrews, noted explorer. Dr. Andrews says: "Where men must keep up vitality, Tea is important. Good black Tea picks a man up—gives a boost without a let-down."



And It's Tea for Mrs. Martin Johnson, famed for daring jungle trips. "Tea has what we need to fight intense heat and wild animal life. Good, flavorful, black Tea staves off weariness, raises vitality."

It's Vitalizing Tea for America, With Meals and In Between — At Restaurants and Fountains

There's less "afternoon slump" for millions of men and women in business who have an added cup of Tea in the late morning. At 11 A.M. a cup of vitalizing Tea helps you carry on through the day. There's a world of cheer and delicious flavor in a good cup of Tea at 4 P.M., too!



Z-Z-Z—Tea Lets You Sleep! When that tense, "keyed up" feeling bars sleep, turn to Tea. A tasty cup of hot black Tea helps you relax into sound, refreshing slumber. Tea is the world's finest "nightcap."

HOW TO GET A REALLY GOOD CUP OF TEA

As simple as **A-B-C**

A. Always use bubbling boiling water and pour it on the Tea. **B.** Use 1 teaspoonful per cup, plus one for the pot. **C.** Brew 5 minutes. If you like your Tea full-flavored, add a little milk and sugar to taste. If you prefer your Tea plain or with lemon, and like it milder, just add hot water in the cup to taste.



THESE GOOD BLACK TEAS ARE
ESPECIALLY SUITED TO THE
AMERICAN TASTE. FOR ECON-
OMY AND FULL ENJOYMENT,
BUY QUALITY TEA.

TURN TO **TEA** TODAY
FOR VITALITY!



Cook's Imperial

...say, that's an idea!



A grand idea, if we do say so. Everyone from Aunt Kate to your lady love's dad welcomes Cook's Imperial—there's nothing like it to warm the heart and send spirits soaring. And just imagine... this bottle of joy, all dressed up in handsome holiday box, costs no more than a good necktie or box of sweets. So—this Christmas—don't look... just give Cook's!

Invite Cook's Imperial to your New Year Party

Make this New Year's Eve the gayest you've ever known. Order Cook's Imperial—fill the glasses with this fine American Champagne—and drink a toast to the newborn year. You'll like its lively tang... you'll revel in its tempting bouquet... and when you count your change, you'll be glad all over again that you ordered Cook's Imperial. The cost is as modest as the Champagne is excellent.

Cook's Imperial

American Champagne

AMERICAN WINE CO., ST. LOUIS, U.S.A.
Makers of fine Champagne for 78 years

Private Lives

A spirited game of Matrimonial Chairs, or Going to the Altar, played by members of the smart international set, got into its final round when on Dec. 2 Manhattan Judge Vincent Lippe pronounced Jacques A. L. Raffray and Mrs. Constance de Bower man and wife. Below, a play-by-play account.



Wallis Warfield married E. Winfield Spencer, a young lieutenant in the U.S. Navy, in Baltimore on Nov. 8, 1916. They were divorced in Virginia on Dec. 10, 1927.



Ernest A. Simpson married Mrs. Dorothea Dechert, a divorcee, on Feb. 22, 1923. They had a daughter Audrey in 1924, were divorced in New York on June 19, 1927.



Norma Reese Johnston, widow, married Commander Spencer July 4, 1937.



Edward of Wales married the Throne of England on Jan. 20, 1936 when his father King George V died. They were divorced Dec. 10, 1936 when Edward abdicated.



Wallis Warfield Spencer married Ernest Simpson in London July 21, 1928.



Jacques Achille Louis Raffray married Mary Kirk in Baltimore on June 29, 1918. She divorced him in Reno on Nov. 9, 1937 on testimony sealed by court order.



Ernest Simpson married Mary Kirk Raffray in Connecticut on Nov. 18, 1937.



Herbert Francis de Bower married Constance Farber Jan. 23, 1923. She won a Reno divorce from the founder of the Alexander Hamilton Institute on Nov. 26, 1937.



Jacques A. L. Raffray married Constance Farber de Bower on Dec. 2, 1937.

Leftovers



Still unmarried are Mrs. Simpson No. 1 (left) and Mr. de Bower (right), both of whom live in Manhattan. Gray-haired Mrs. Simpson runs a personal service bureau. De Bower, who hasn't uttered a public word, is president of the Modern Eloquence Corp.



Solve the Present Problem!

A CHRISTMAS GIFT from Old Virginia

BROMM'S Old Virginia Fruit Cake UNIVERSALLY praised for treasured recipe, highest quality, inimitable flavor. Made of choicest imported fruits, nuts, spices; fine old brandy. Delivery guaranteed, prepaid, in attractively decorated metal containers. 1-lb., \$1; 2-lb., \$1.95; 4-lb., \$3.90; 6-lb., \$5.75. Just send your list; we'll do the rest.

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L. BROMM BAKING COMPANY, INC.
Established 1866
RICHMOND, VIRGINIA.

TRY THESE DELICIOUS NEW CHEF'S CHOICE FOODS



Tempting, fascinating, unusual new flavor. Wakens jaded appetites. Adds zest to entire meal. If your grocer does not have them, let us send you all of these delicious foods.

SEASONING: A master blend of finest herbs and spices. VEGETOME SOUP: A smooth, rich, delicious blend of vegetables seasoned with delicacy. STUFFED FRUITS: Assortment of apples, dates, figs, prunes stuffed with fruit or nuts.

CHEF'S CHOICE PRODUCTS CO.

Rogers Pk. Sta. Chicago, Ill.

Send items marked below. Proper amount is enclosed.

SEASONING, 3-oz. Pkg. 17c

VEGETOME SOUP, 10½-oz. can 17c

STUFFED FRUITS, 1-lb. Box 60c

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SNO-SPRAY your XMAS TREE

A complete Sno-Spray outfit. Enough SILVER SPRAY for ordinary tree and a Practical Household Sprayer. Anywhere in U. S. A. Orders shipped same day as BOTH FOR received.

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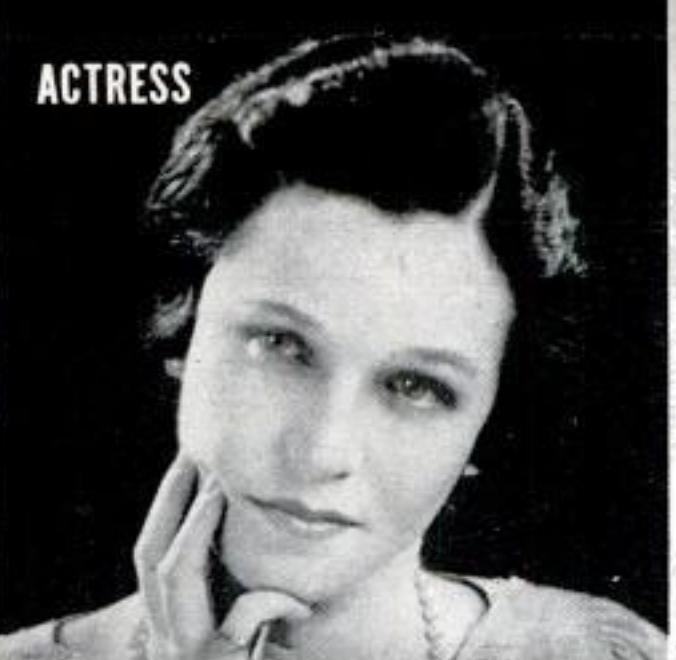
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ACTRESS



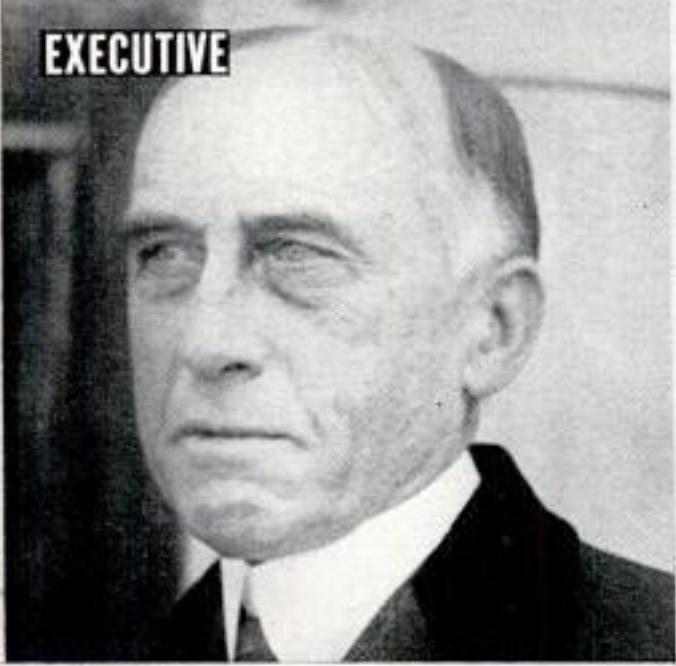
CORNELIA OTIS SKINNER, Monologuist: "I am grateful each week to LIFE's world-ranging cameras for bringing America's and the world's news so vividly to me."

EDITOR



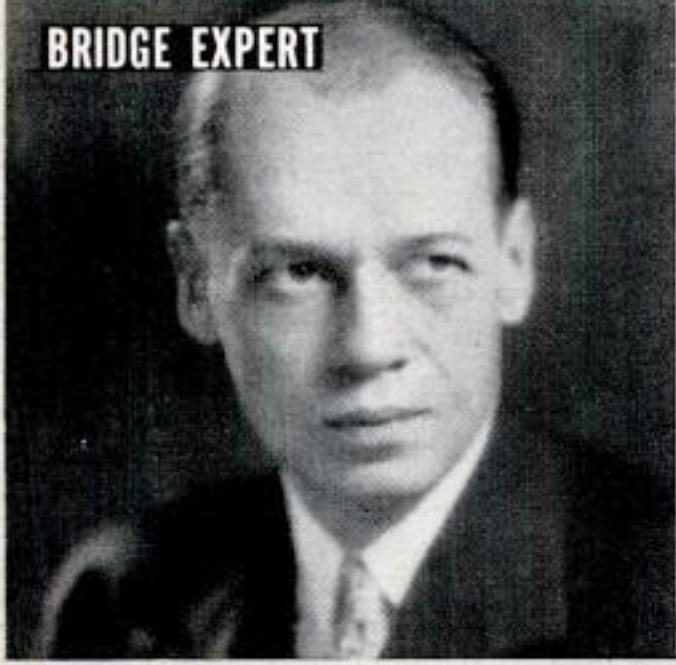
WALTER LIPPmann: "I am an avidly interested reader."

EXECUTIVE



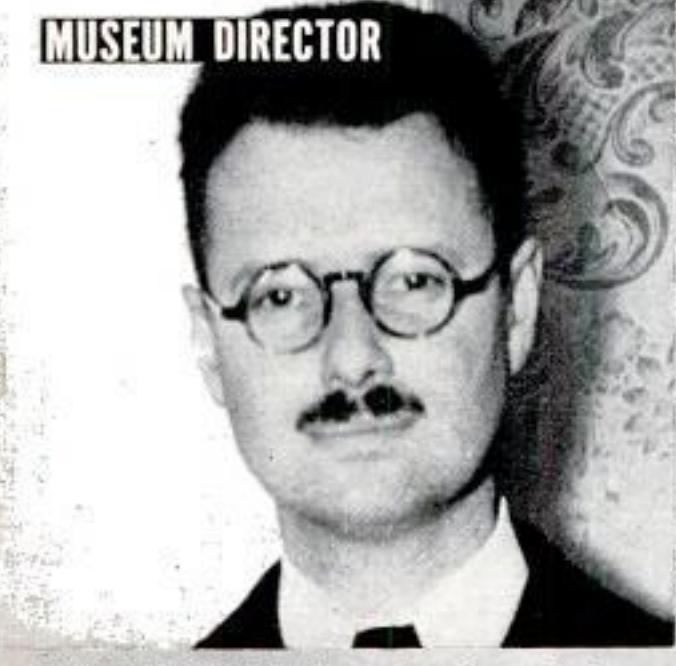
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BRIDGE EXPERT



ELY CULBERTSON: "LIFE has bid and made a Grand Slam doubled and redoubled—total points scored: to date 1,600,000."

MUSEUM DIRECTOR



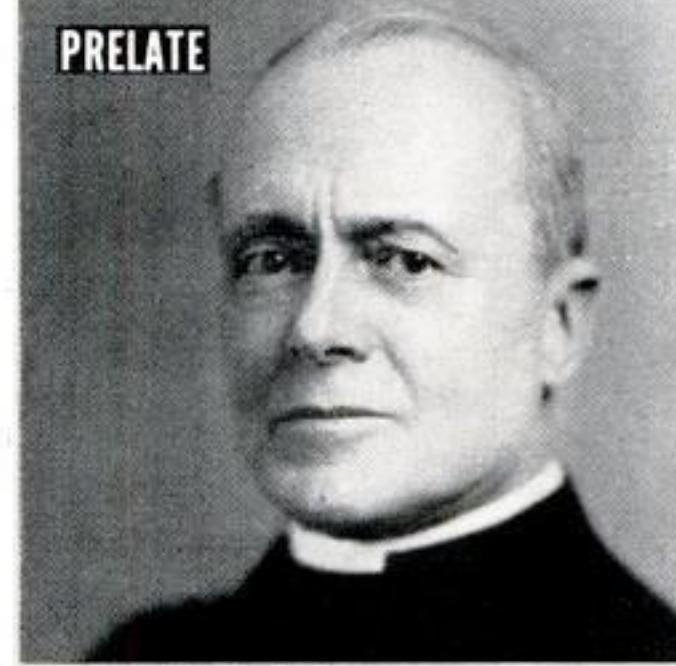
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CAPTAIN T. RIEBER, Chairman, The Texas Co.: "So firmly has LIFE established itself in the reading habits of myself and my friends, that it is hard to believe that it is only one year old."

PRELATE



BISHOP WM. T. MANNING: "LIFE's presentation of the news is strikingly effective; you are rendering a great service in the field of Journalism . . ."

BUSINESS WOMAN



HORTENSE ODLUM, Pres. Bonwit Teller: "From the woman's angle, I find LIFE a welcome concentrate of the world's news presented in the most entertaining fashion imaginable."

YOUNGSTER



DEANNA DURBIN: "I love LIFE—I'm keen about its picture-stories and so are all the boys and girls I know."

PUBLIC SERVICE



JOSEPH P. KENNEDY: "LIFE is real and a good deal more than earnest in its vigorous unbiased presentation of the news. It's marvelous. I look forward to reading it every week."



For Christmas— Everybody Likes LIFE

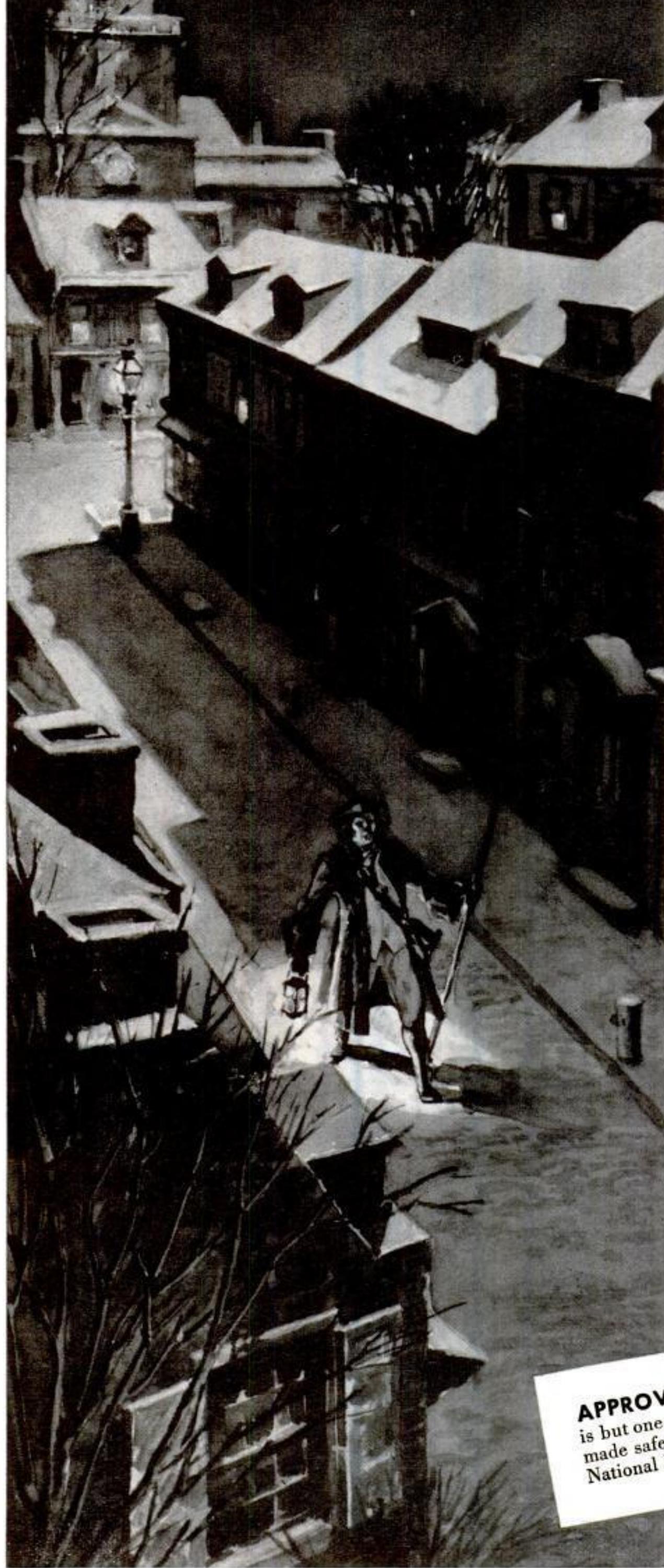
Men and women like LIFE . . . youngsters like LIFE . . . all kinds of people with all sorts of interests like LIFE . . . they like its news, they like its pictures, they like its human interest and they like the rich, important feel and look of it in their hands and on their living room tables . . .

Give LIFE for Christmas—and know you are giving a gift everybody is talking about, trying to get, asking to borrow.

Christmas is almost here—so there's an airmail gift blank tucked into this issue.



...and all is well'



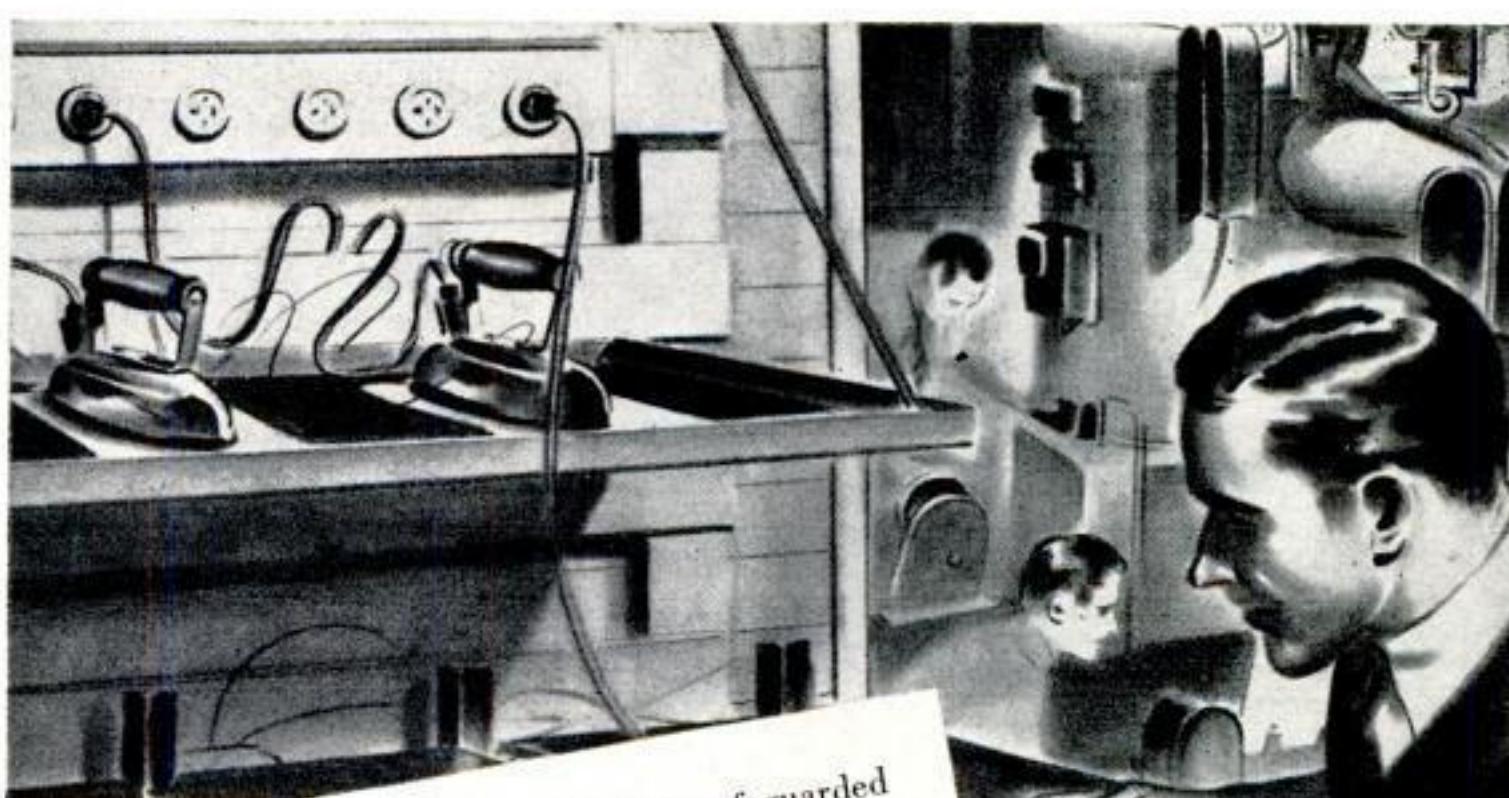
APPROVED ELECTRICAL WIRING
is but one example of the many ways life is
made safer by the varied activities of the
National Board of Fire Underwriters.

The subject of this advertisement is something about which most people know very little . . . yet it affects the welfare of every man, woman and child in America. You cannot see it . . . yet it watches over you every moment of the day and night. It has no substance . . . yet it is the basic foundation of homes, stores and factories. It generates no power . . . yet it makes trains move and ships sail. It has no political authority . . . yet without it, business and industry would be halted within the week.

The only tangible evidence of this invisible force is a slip of paper . . . your capital stock company fire insurance policy,* your dependable protection against financial loss by fire. More than thirty million such pieces of paper insure over one hundred and fifty billion dollars worth of American property.

But, protecting property-owners from financial loss in case of fire is only half the story! Do you know that the 200 capital stock fire insurance companies comprising the National Board of Fire Underwriters constantly work to prevent fire . . . to prevent loss of life and property? Do you know that it is due to the whole-hearted cooperation developed between this group and the manu-





facturers of appliances used in homes . . . the authorities charged with supervision of schools, hospitals, theatres, churches, office buildings, factories . . . and the fire departments throughout the nation . . . that homes and all other buildings in which people congregate are made safer against fire? Do you know that for years these capital stock fire insurance companies have promoted better building laws and the use of safer building materials?

These are just a few of the many things being done to safeguard life and property by the capital stock fire insurance companies comprising the National Board of Fire Underwriters. The public benefits through greater security of life and property . . . the companies by reduced fire losses . . . the policyholders in lower insurance costs. Stock fire insurance rates have steadily declined over a long period of years.

So, you see there is vital significance to nearly everybody in that little slip of paper . . . your **stock company** fire insurance policy.

THE NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York

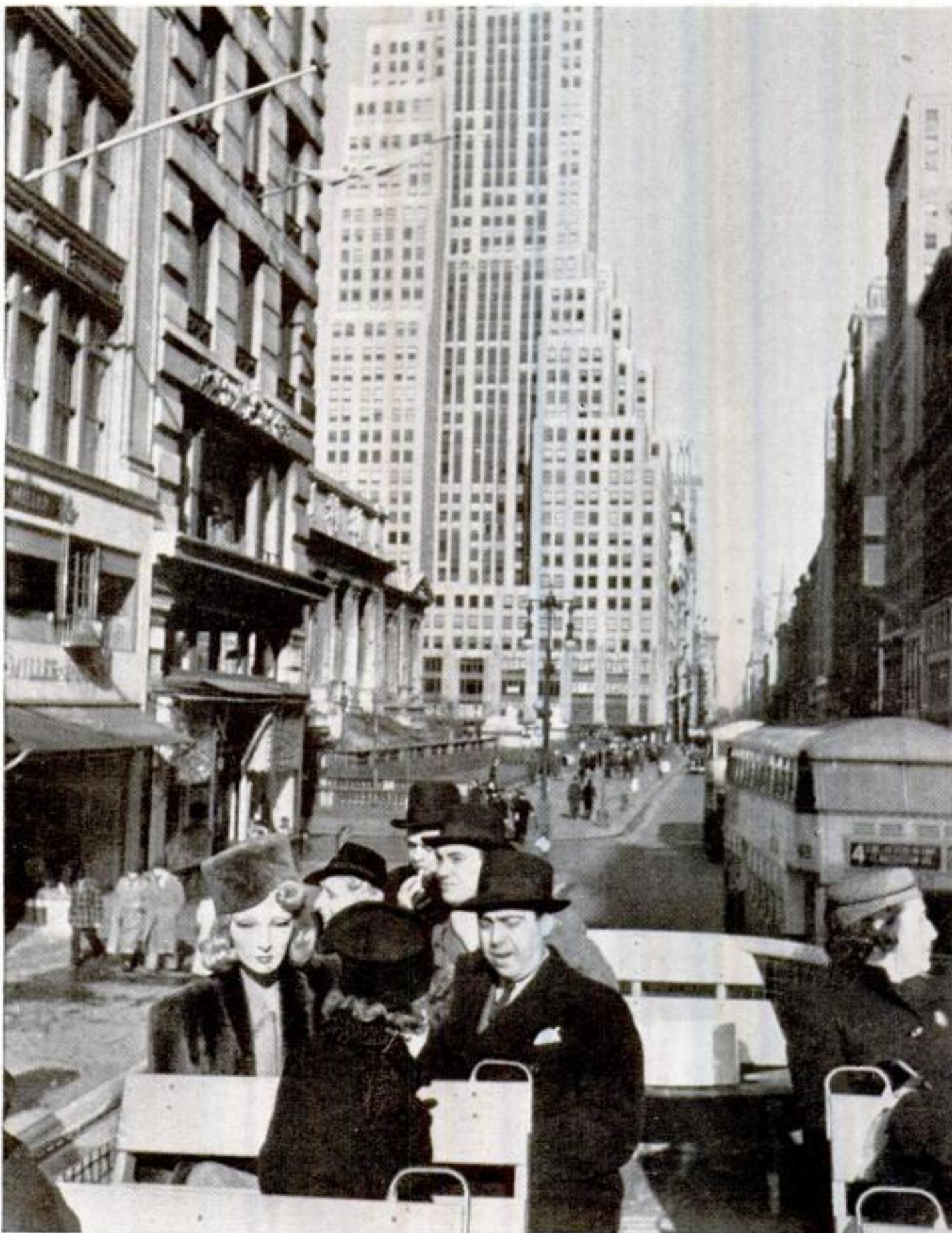
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provides sound protection at a pre-determined cost, without risk of assessment to the policyholder. Its promise is backed not merely by legal reserve but by capital stock and a surplus accumulated to meet not only normal expected losses but those that are abnormal and uncertain . . . even extreme losses due to conflagrations.



Opening invitations is the social ritual which starts Cynthia's day. Behind her is a painting by Lester Gaba, the successful artist whose luxurious apartment she intimately shares.



A healthy bus-top ride with Mr. Gaba helps Cynthia keep fit for café society's incessant round of parties. Her lovely blond hair is done at Saks-Fifth Avenue's Antoine Salon.

Life Goes to a Party

with a New York café socialite named Cynthia

Photographs for LIFE by Alfred Eisenstaedt

New York café society includes actors and interior decorators and gossip writers and bogus noblemen and reporters and torch singers and international bankers and Romanoffs and former waiters and tailors and milliners and retired pugilists and at least one laundryman. But not until very recently did it include anyone like Cynthia. A tall, statuesque blonde, Cynthia lives in a Gramercy Park apartment with Lester Gaba, a Manhattan artist whom she has to thank for everything in her life.

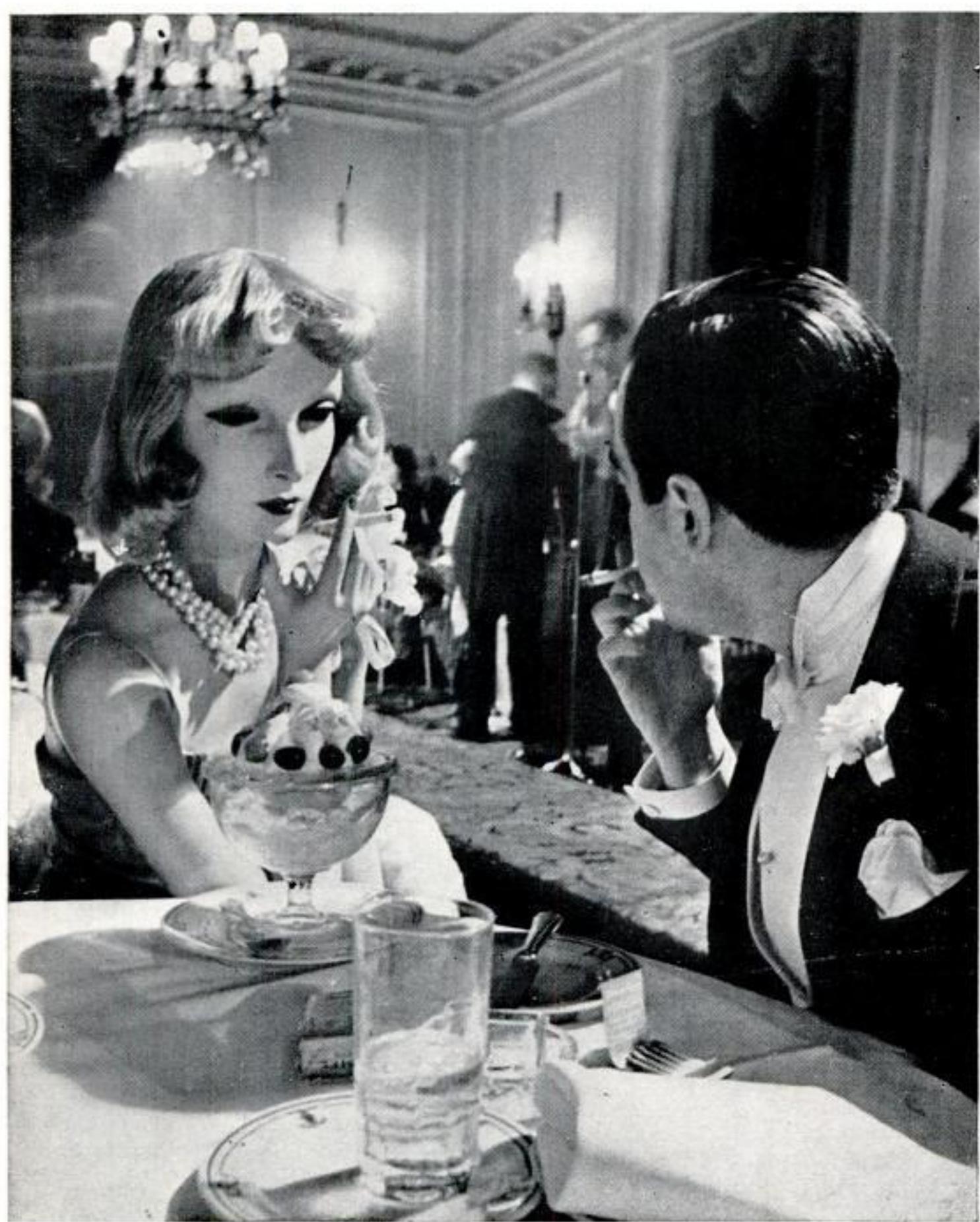
Because of her brittle charm and Mr. Gaba's sponsorship, Cynthia is getting to be a familiar figure at chic parties and at smart night clubs like El Morocco and the Stork Club. Mornings Cynthia haunts the better department stores, such as Saks-Fifth Avenue, where she is a welcome visitor. Afternoons she usually goes to some such swank fashion show as Milliner Lilly Daché's. Evenings she dines in good restaurants with Mr. Gaba, goes to the theatre. On these pages you see Cynthia gadding about on a typical round of café society activities. Her remarkable constitution enables her to stand up under an evening's hard fun better than many a social veteran. Cynthia's arrival in society is so recent that as yet she has not been included on any of Cholly Knickerbocker's lists, but any day now she expects to be invited to an Elsa Maxwell party.



Sunday morning "brunch" at Novelist Thyra Samter Winslow's Park Avenue home finds Cynthia only woman guest. Helping himself at her right is Franklin Hughes, mural painter.



A Stork Club tête-à-tête is enjoyed by Mr. Gaba and his friend Cynthia who sips a champagne cocktail. At the right are Social Registerites Jane Bowers and Isabel Butterworth.



Dinner at the Marguery is topped off by Cynthia with a dessert *macédoine* and a cigarette. Smart Man-about-Town Lester Gaba has thoughtfully provided her with an orchid corsage.



The theatre is essential in Cynthia's life. Here she admires Constance Cummings in *Madame Bovary* from a box at the Broadhurst. Dallying over dinner made her miss the first act.



A carriage ride with Mr. Gaba around Central Park long after midnight winds up Cynthia's crowded evening. Her ermine wrap cost \$1,000 at Saks. At the rear is the Hotel St. Moritz.



Mr. Gaba carries Cynthia home. For all her handsome looks and her charm, Cynthia is not in the least the talkative kind. She never protests any of her benefactor's familiarities.

CONTINUED ON NEXT PAGE



THIS specialized medication—Vicks Va-tro-nol—is expressly designed for the nose and upper throat, where most colds begin—and grow. Used in time—at the first sneeze or sniffle or irritation in the nose—it helps to prevent many colds, or to throw off head colds in their early stages. Even when your head is all clogged up from a cold, Va-tro-nol brings comforting relief—lets you breathe again.

2 BIG RADIO SHOWS: Sunday 7 P. M. (EST)—famous guest stars featuring JEANETTE MacDONALD...Mon., Wed., Fri., 10:30 A. M. (EST) TONY WONS. Both Columbia Network.



Are you the
ARTISTIC TYPE—
ALWAYS STRIVING FOR PERFECTION?

The face of DEAN CORNWELL
Distinguished American Illustrator

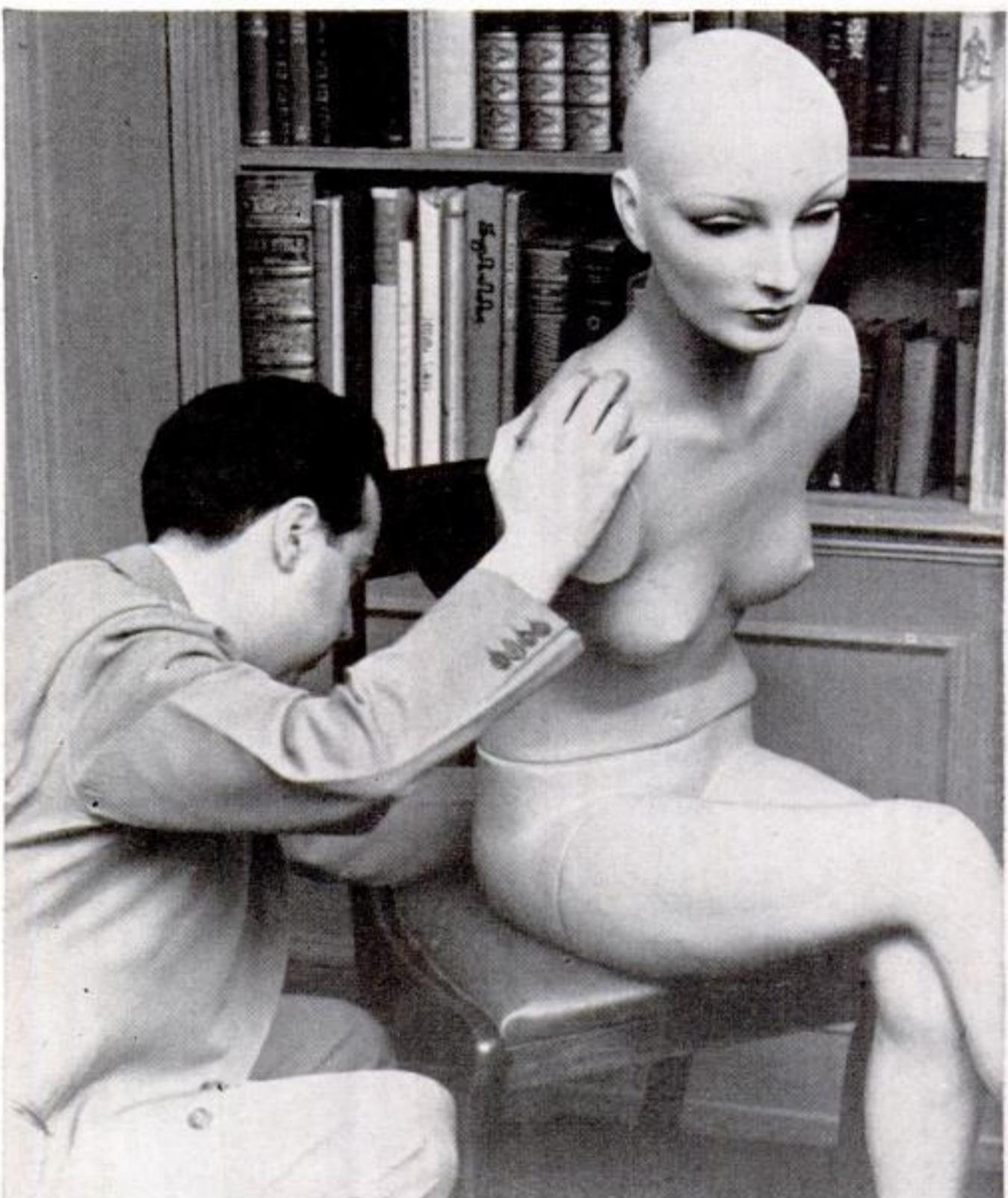
 If you have the high ideals of the true artist type, you will be delighted when you discover this "double-rich" straight Bourbon whiskey from old Kentucky!



Life's Party (continued)



Just a dummy is Cynthia, made of plaster composition by Lester Gaba, who also made Grace (LIFE, July 12). When he gets Cynthia home, he begins to take her apart.



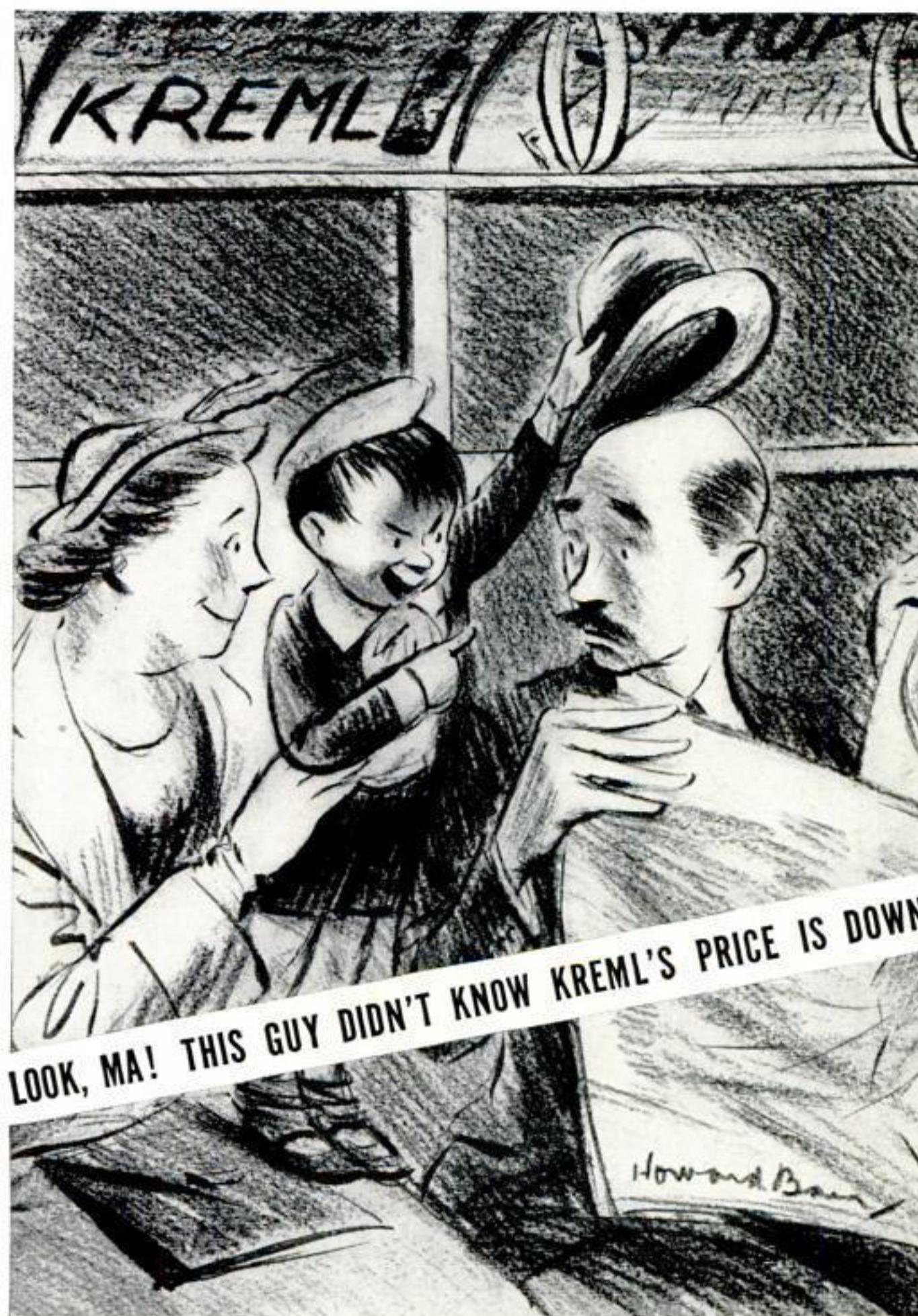
Without clothes, Cynthia weighs 100 pounds. Such is the state of mind of the café set that when a man broke her hand at a party a lady screamed: "You brute!"



Cynthia comes apart at the waist. Her right leg is jointed at thigh, her hands and arms come off. Her right foot is a 7, her left 6½, a not abnormal human difference.



In the bag is where Cynthia spends her private life. When not gadding around, her seven detachable parts repose peacefully in these black sateen containers.



IT'S good news for men with falling hair that Kreml has fallen in price. For here's that pleasant-to-use tonic that removes dandruff and checks falling hair.

If you're getting old-looking before your time because of thinning patches—if dandruff is "snowing" on your coat collar and lapels—get yourself a big square bottle of Kreml today at your favorite drug counter.

And besides making your hair and head feel good, it keeps you neatly groomed, too—without being sticky or greasy.

Next time you go to the barber tell him to keep up the good work and douse on Kreml and rub it in well. Women call for it at beauty shops, too. They like the sheen it brings to their hair...the way it makes a permanent look its best.

Try Kreml Shampoo, too. It's made from an 80% olive oil base. It cleanses thoroughly and leaves your hair silky and easy to manage.

KREML



**REMOTES DANDRUFF—CHECKS FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE**

★ ★ ★

HENNESSY

COGNAC BRANDY



Make your Christmas an old-fashioned holiday... with Hennessy Cognac Brandy... in fashion for almost two centuries for celebrating festive occasions.

Enjoy it in your plum pudding and mince pies... finish the feast with an after-dinner liqueur of Three-Star Hennessy, whose quality, bouquet and "clean" taste have made it a favorite for generations. And, speaking of "old fashions," try Three-Star Hennessy in your next Old-Fashioned Cocktail!

Insist on HENNESSY in a

Side Car Brandy & Soda
Brandy Flip Brandy & Benedictine
Brandy Daisy Pousse Cafe
Stinger Georgia Mint Julep
Brandy Sour Fish House Punch

HENNESSY OLD-FASHIONED

Dash 1 piece of loaf sugar with sparkling water and crush; add 1 dash orange bitters, square piece of ice, piece of lemon peel and 1 jigger Three-Star Hennessy.

Distilled and bottled at Cognac, France. JA'S HENNESSY & CO. Established 1765

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LIFE'S PICTURES



This photograph of Rex Hardy Jr. was taken at Christophe's Citadel in Haiti by Alexander King, an associate editor of LIFE. On a vacation trip the two men arrived in Haiti, were surprised to hear strange rumors trickling down from the interior. Hardy's pictures (see pp. 26-31) were made possible by King who acted as guide through the little Republic, wangled their way to the bloody Haitian border. Before coming to LIFE, King worked on *Vanity Fair* and *Stage*, illustrated 50 books including editions of Eugene O'Neill's plays and William Seabrook's *The Magic Isle*, a book about Haiti.

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7—Courtesy BARROWS MUSSEY PUBLISHER
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9—Courtesy BARROWS MUSSEY PUBLISHER
13—RANDOLPH EVANS-SCHWAB & BEATTY, INC.
14—JOHN D. BEINERT
15—RANDOLPH EVANS-SCHWAB & BEATTY, INC.
exc. t. rt. CHARLES E. KNELL, 2nd row from
t. rt. STEWART BROS., 2nd row from t. rt.
MILLER STUDIO
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20—THOS. D. MCAVOY—MARGARET BOURKE-
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21—KEITH DENNISON—OAKLAND TRIBUNE
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35, 36—CARL M. MYDANS
37—ROLF KLEP
38—CARL M. MYDANS
43—W. W.
44—VANDAMM STUDIO—PETER STACKPOLE—
JEROME ROBINSON, VANDAMM STUDIO
45—PETER STACKPOLE
46—PETER STACKPOLE exc. t. VANDAMM STUDIO
51, 52, 54—WALLACE W. KIRKLAND
59—PAUL DORSEY exc. t. t. INT.
60—PAUL DORSEY
62—JARCHE from P. I.
65, 66—WILLIAM VANDIVERT
68—GRAU from PIX
70, 71—PARAMOUNT PICTURES, INC.
72—P. I.—P. I.—P. I., ACME, JEAN MONATAIGNE
from P. I.—INT., W. W.
73—P. I.—P. I.—INT., PASHKOFF from P. I.
74, 75—PIX
76, 77—JOHN B. ADAMS from P. I.
78, 79—Courtesy HUTCHINSON & CO. LTD.
80—INT., A. P., W. W.—W. W.—A. P., B. S.,
A. P.—INT., ACME, W. W.—2nd row from
bot. cen. W. W., rt. ACME—bot. row t. INT.
84, 85, 86, 87—EISENSTAEDT-PIX
88—ALEXANDER KING
90, 91—CARL M. MYDANS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTRE;
EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP;
A. P., ASSOCIATED PRESS; B. S., BLACK STAR;
INT., INTERNATIONAL; P. I., PICTURES INC.;
W. W., WIDE WORLD

STEP INTO Springtime

Leave winter gloom behind and step into springtime in Long Beach NOW. Here in the midst of Southern California's countless activities, at the hub of all you'll want to see and do, is a friendly cosmopolitan city

Mornings you'll golf on courses green with springtime... or bathe swordfish just offshore

Afternoons you'll drive over palm-lined highways to historic missions, orange groves, world-famous points of interest. You'll dine and dance at one of our many night spots or spend a fun-filled evening with the crowds on Long Beach's mile long Pike.

LONG BEACH SOUTHERN CALIFORNIA

All this and more is yours every day in Long Beach, sunshine's favorite city. No other vacation can offer you so much because living costs here are no higher than at home. Mail the coupon TODAY for free illustrated booklet.

THE RECKONERS, Long Beach, California, U. S. A.
Please send free booklet.
Name _____
Address _____
City _____ State or County _____

PLEASURE PORT OF THE PACIFIC

Relieve Baby's COUGH

The "Moist-Throat" Way

When you catch cold and your throat feels dry or clogged, the secretions from countless tiny glands in your throat and windpipe often turn into sticky, irritating phlegm. This makes you cough.

Pertussin stimulates these glands to again pour out their natural moisture so that the annoying phlegm is loosened and easily raised. Quickly your throat is soothed, your cough relieved.

Your cough may be a warning signal from your respiratory system. Why neglect it? Do as millions have done! Use Pertussin, a safe and pleasant herbal remedy for children and grownups. Many physicians have prescribed Pertussin for over 30 years. It's safe and acts quickly. Sold at all druggists.

PERTUSSIN

The "Moist-Throat" Method of Cough Relief

IT IS SMART TO SERVE CLICQUOT CHAMPAGNES

AGENTS, THE JOS. GARNEAU CO., INC., N. Y. C.

JANE DARLING—

How can I ever thank you enough for suggesting Cuticura Soap and Ointment for my blackheads and coarse pores. These beauty-robbing faults don't last long once Cuticura gets to work. The whole family uses it now. Always, Mary. Soap 25¢, Ointment 25¢, FREE sample. Write "Cuticura", Dept. 42, Malden, Mass.

"Grippers for us from now on," say

GOLF'S TWO WONDER BOYS

Ralph Guldahl, (right) U. S. Open Golf Champ, 1937, says, "My congratulations to the men who invented Grippers. Buttons on my shorts used to cause me a lot of grief, but Gripper fasteners always stay on the job."



You'll see Gripper-equipped shorts in locker rooms all over the country. Men have been quick to appreciate the convenience and reliability of this new type of fastener developed for men's shorts.

Sam Snead, socks out a long one during a recent tournament. "I can't say too many things about Grippers," Sam says. "Grippers are always on when you need them—never on the locker room floor like buttons."



COPR. 1937, SCOVILL MFG. CO.

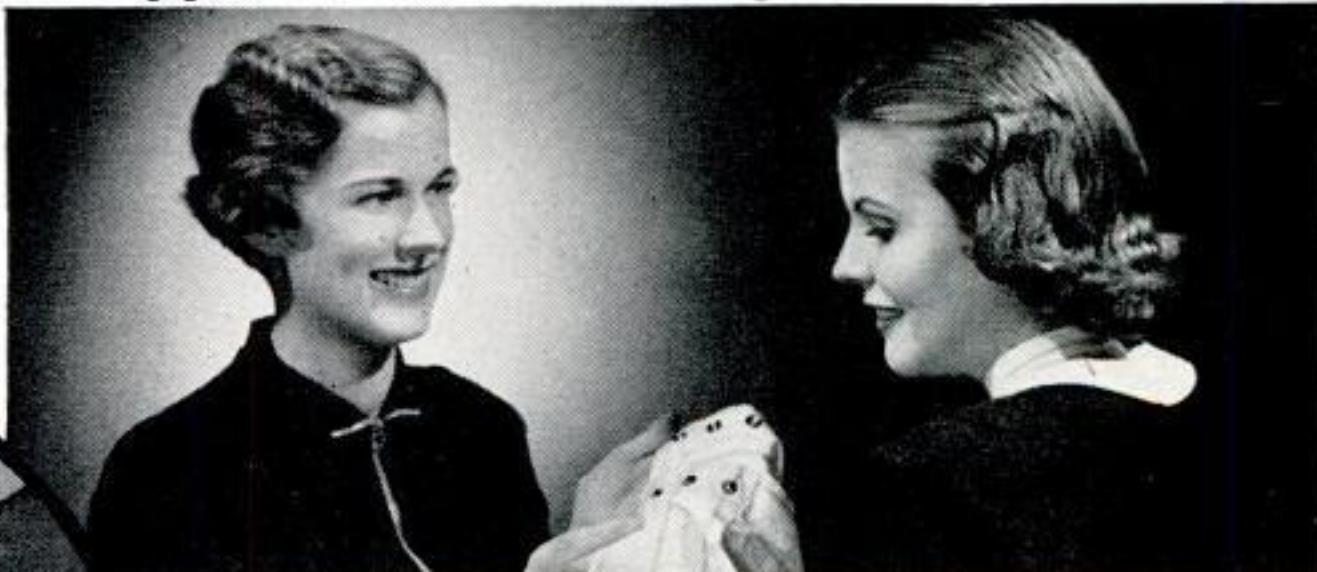


**SCOVILL
MANUFACTURING
COMPANY**

Button and Fastener Division, Waterbury, Connecticut



"Grippers save mending," say Housewives



"Gripper fasteners on men's shorts are certainly an improvement over buttons," says Mrs. Edward McGrew of Evanston, Ill. "They launder so well. It's wonderful not having any more buttons to sew on or torn button holes to mend. Grippers mean as much to a woman as to a man."

Grippers
Reg. U.S. Pat. Off.

the LAUNDRY-PROOF fastener that ends all button troubles

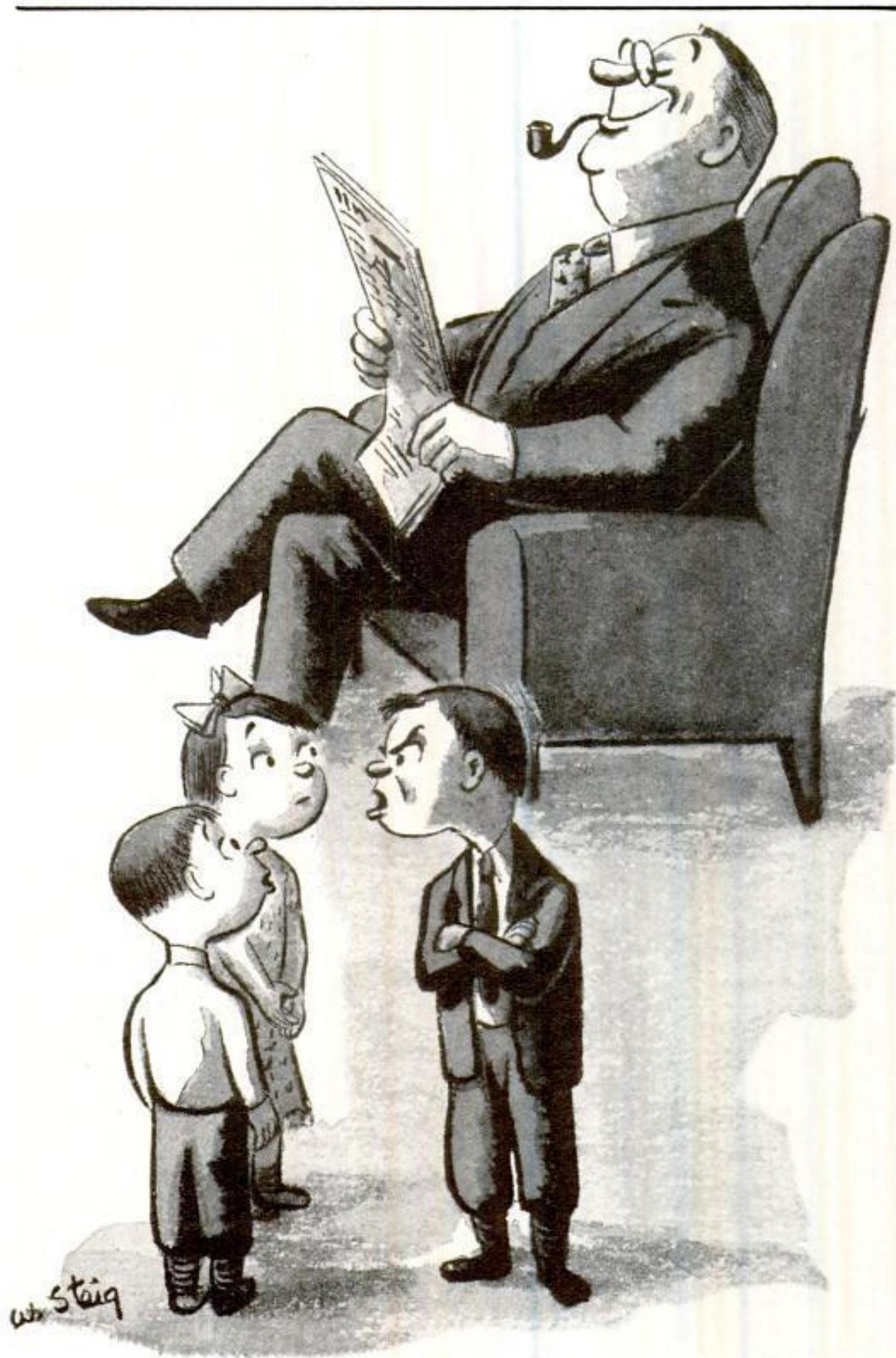
Washing and ironing can't damage Grippers. Even brutal laundering won't rip them off or crush them down. After extensive tests, the American Institute of Laundering reports, "We find that Grippers operate perfectly after repeated washing and pressing—that they do not rust—that they place no undue stress on the garment that might tear fabric."

Approved by Good Housekeeping as advertised therein.

Be sure to insist on Genuine Grippers

Grippers are indestructible, troubleproof . . . because they're radically different in design. Don't confuse them with any other type of fastener. The Gripper stud  is almost

solid metal. It can't flatten down. The Gripper spring catch  has a heavy guard that protects the flexible inner catch permanently. These features are patented. So be sure you insist on genuine Grippers. The name is stamped plainly on each fastener.



"Who told Papa we're giving him a

REMINGTON RAND

Electric Shaver for Christmas?"



COME CLEAN, scamps. You know that none of you kept the big secret from Papa! But he doesn't mind! He's just itching to use his shaver with the new-type head that shaves from almost any angle...the combing-bar that lifts flat hairs...the high-speed motor. But we'll have to forgive you...the **Remington Rand Close-Shaver** is the ideal Christmas gift. \$16, complete with zipper case at your dealer's.

General Shaver Corporation
Bridgeport, Conn.
a division of Remington Rand Inc.

BIGGEST PROTESTANT CHURCH GETS NEW PASTOR

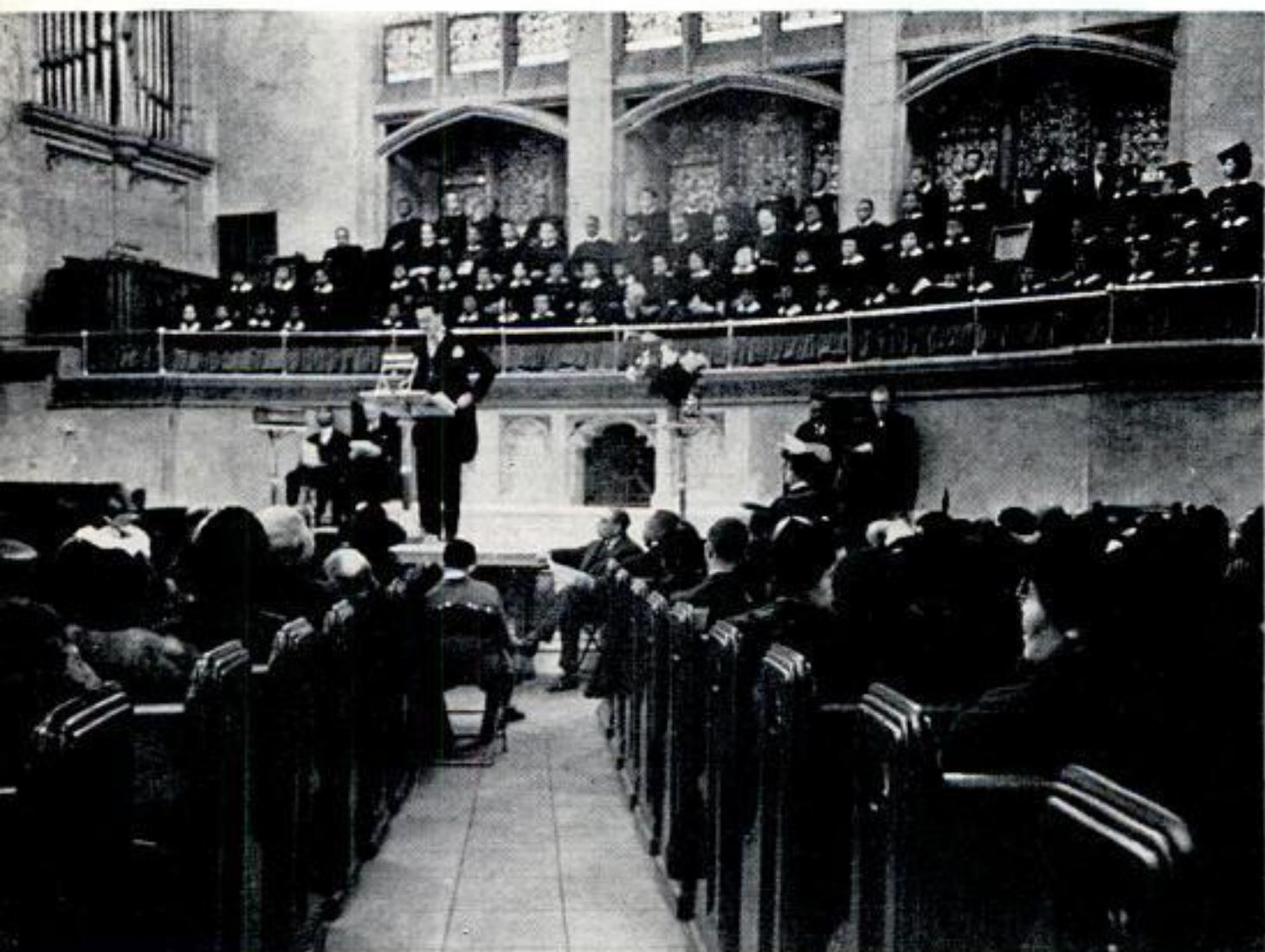
Negro Son succeeds Negro Father in Harlem pulpit



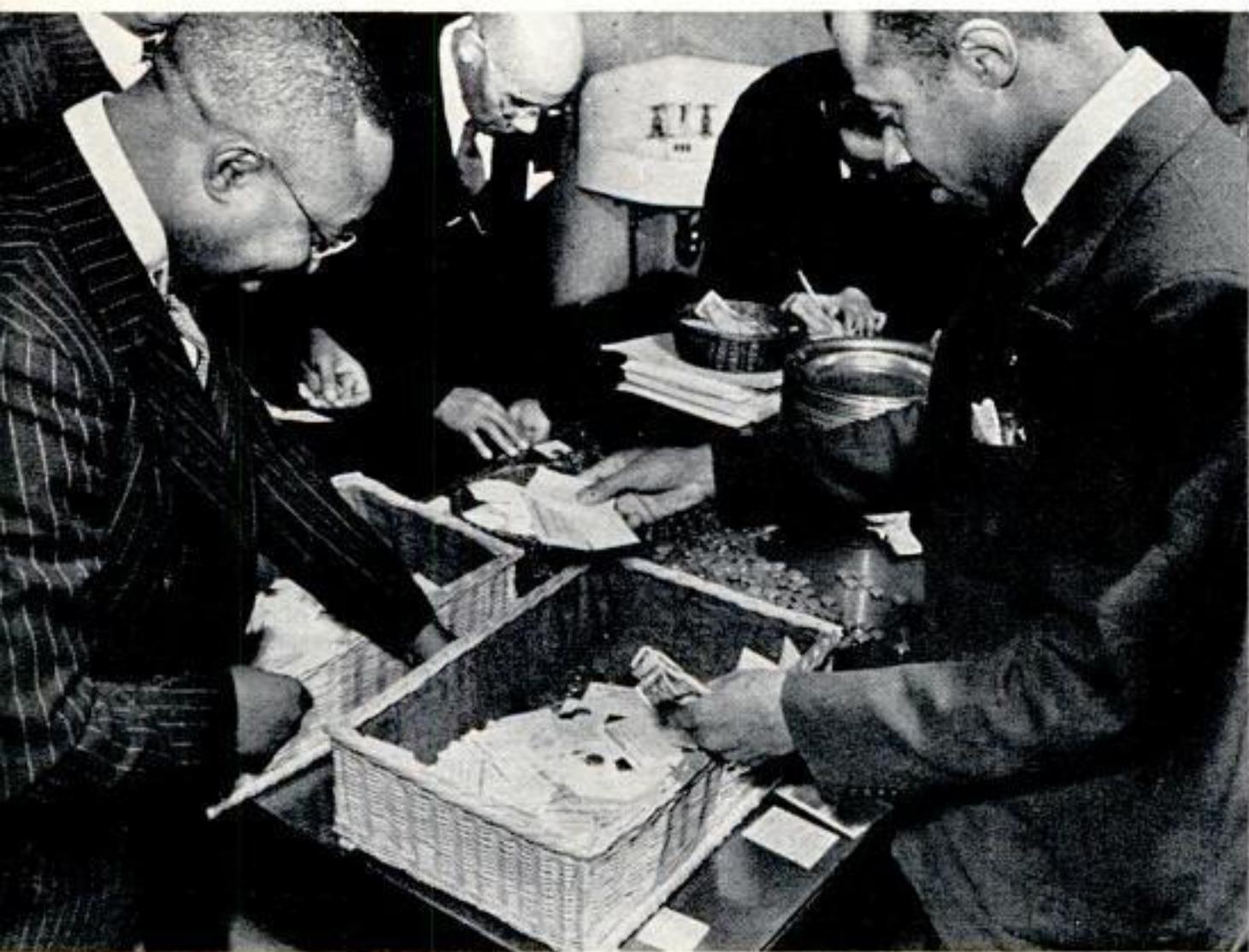
In the world's most congested slum district stands the world's largest Protestant Church (above). Claim to this title rests not on the architecture of the Abyssinian Baptist Church in New York's Harlem, but on its membership of 13,700 Negroes, 300 whites. On Nov. 21, its pulpit changed hands for the first time since 1908. Retiring was the Rev. Dr. A. Clayton Powell, 72; installed was the Rev. A. Clayton Powell Jr., his 29-year-old son.



Father and son share family pulpit. Dr. Powell was born in Virginia, attended Yale Divinity School. His son is a product of Colgate, Columbia and the Union Theological Seminary.



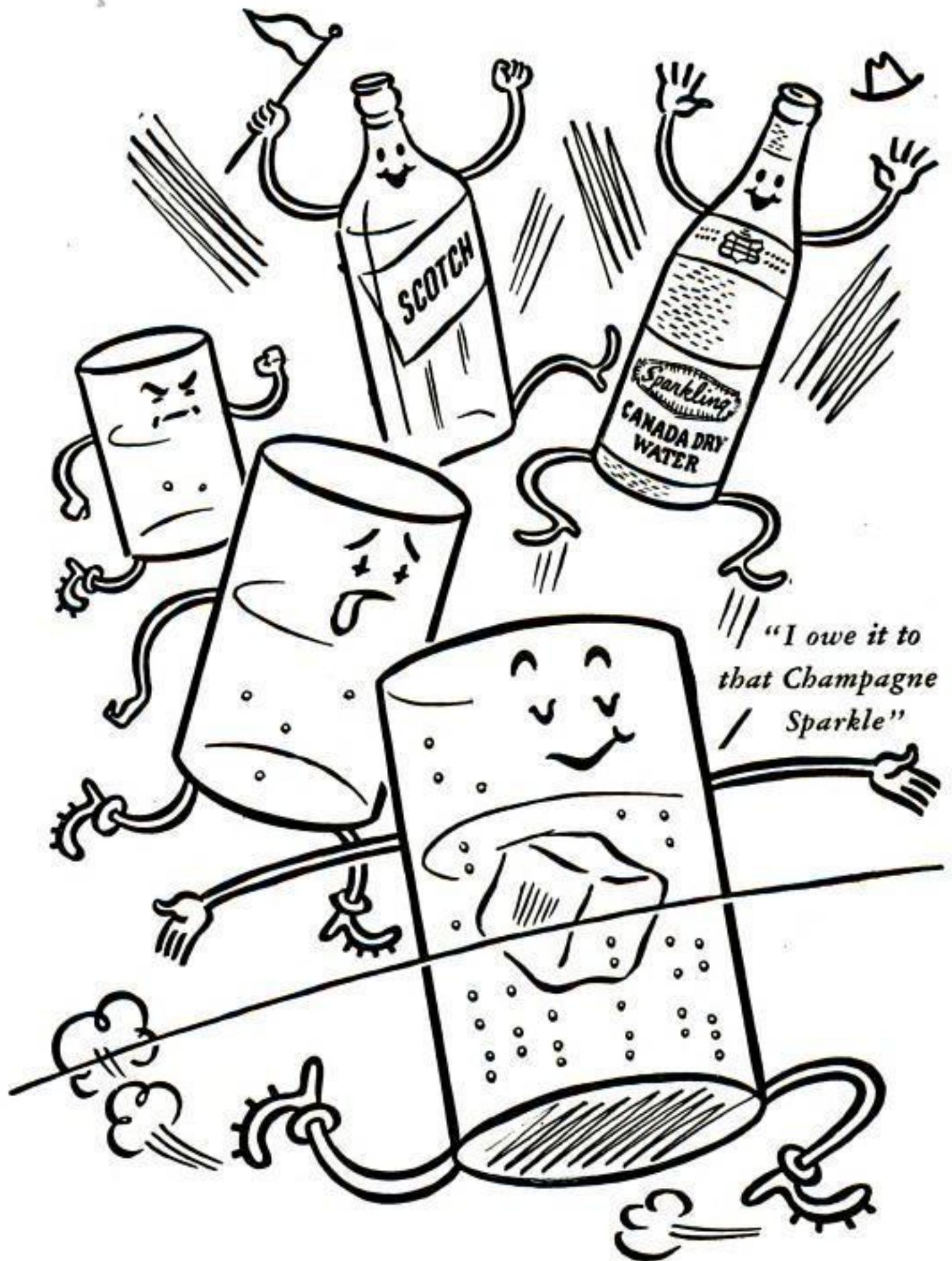
At the installation service 3,000 seats, as usual, proved inadequate to accommodate the church's huge membership. Many white bigwigs were among guests in the congregation.



Collections total at least \$800 each Sunday. Mortgage-free, the church was founded in 1808, built its present \$334,800 edifice in 1923, owns real estate, runs an old folks' home.



A kiss from the new pastor is bestowed on young parishioners. Sophisticated Mr. Powell shocked staid churchgoers in 1933 when he married a local night-club and radio singer.



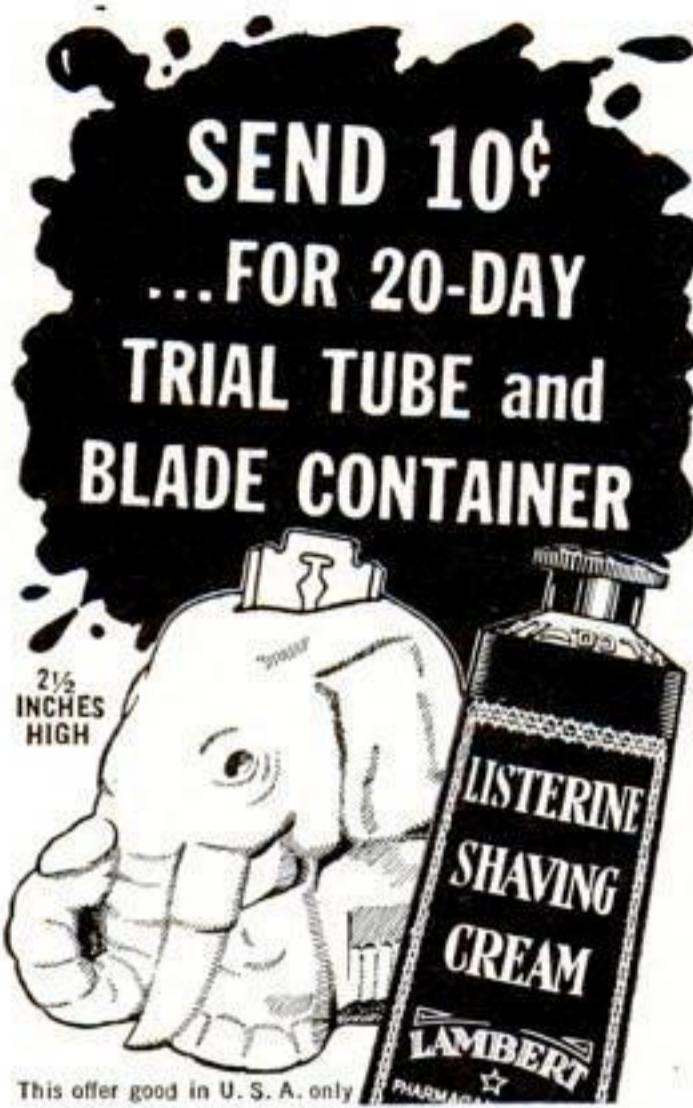
FULL OF PEP, DOWN TO THE FINISH

Make yourself a highball with Canada Dry Water, then sip it leisurely. Notice how it stays sparkling-fresh down to the last sip. The reason? PIN-POINT CARBONATION, a special Canada Dry process. The proof? Leave an opened bottle of Canada Dry Water in your refrigerator. Twenty-four hours later, it will still sparkle. Or judge Canada Dry Water as the experts do. Pour some into a champagne glass and notice the steady, lively "Champagne" Sparkle.



Now at new low prices.

THE WATER WITH THE
"Champagne" SPARKLE



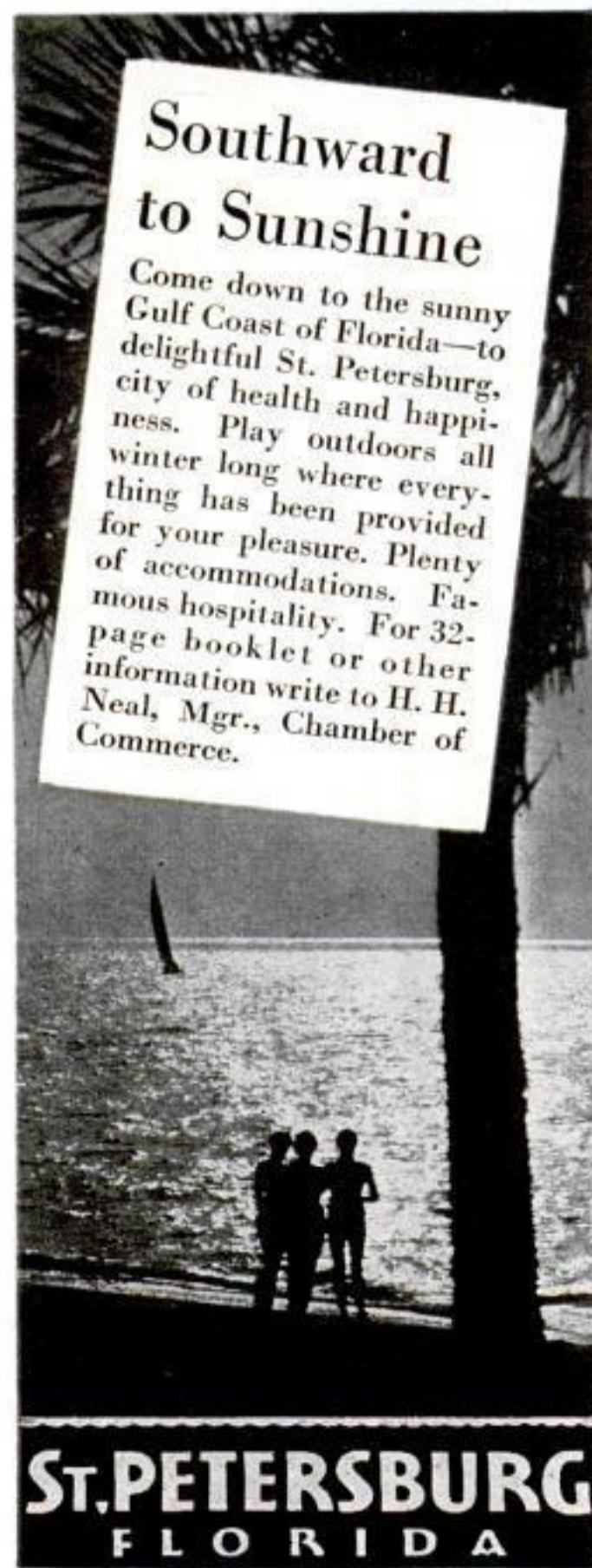
To get you to try Listerine Shaving Cream, we make this unusual bargain offer—Used-razor-blade container of genuine porcelain, designed by Esquire Magazine sculptor, Sam Berman... and 20-day trial tube of Listerine Shaving Cream... both for 10c, which barely covers cost of packing and mailing.

Listerine Shaving Cream is great for tough beards and tender skins. A half-inch billows into a face-full of soothing, beard-wilting lather. Leaves face cool, smooth, and eased. The regular 25c size is a giant tube good for 104 good shaves.

Send 10c in coin to get your 20-day trial tube and porcelain used-blade container. It's a big bargain!

LAMBERT PHARMACAL CO., Dept. L-7 St. Louis, Mo.

LISTERINE SHAVING CREAM



PICTURES TO THE EDITORS

LIFE, TENNESSEE

Sirs:

I thought you might be interested in the enclosed pictures of Life, Tennessee. This tiny little hamlet is located about six miles west of Lexington on the main line of the Southern Railroad. But by lonesome clay wagon road over eroded hills and valleys it's a long, bumpy 13

miles. It was "born" in 1888 when the railroad came through. Today Life has four houses and its natives are a tall, gaunt, suspicious, uncommunicative folk. Much of the surrounding country is scrub woodlands, with here and there a few one-mule cotton farms.

F. H. EVANS

Atlanta, Ga.



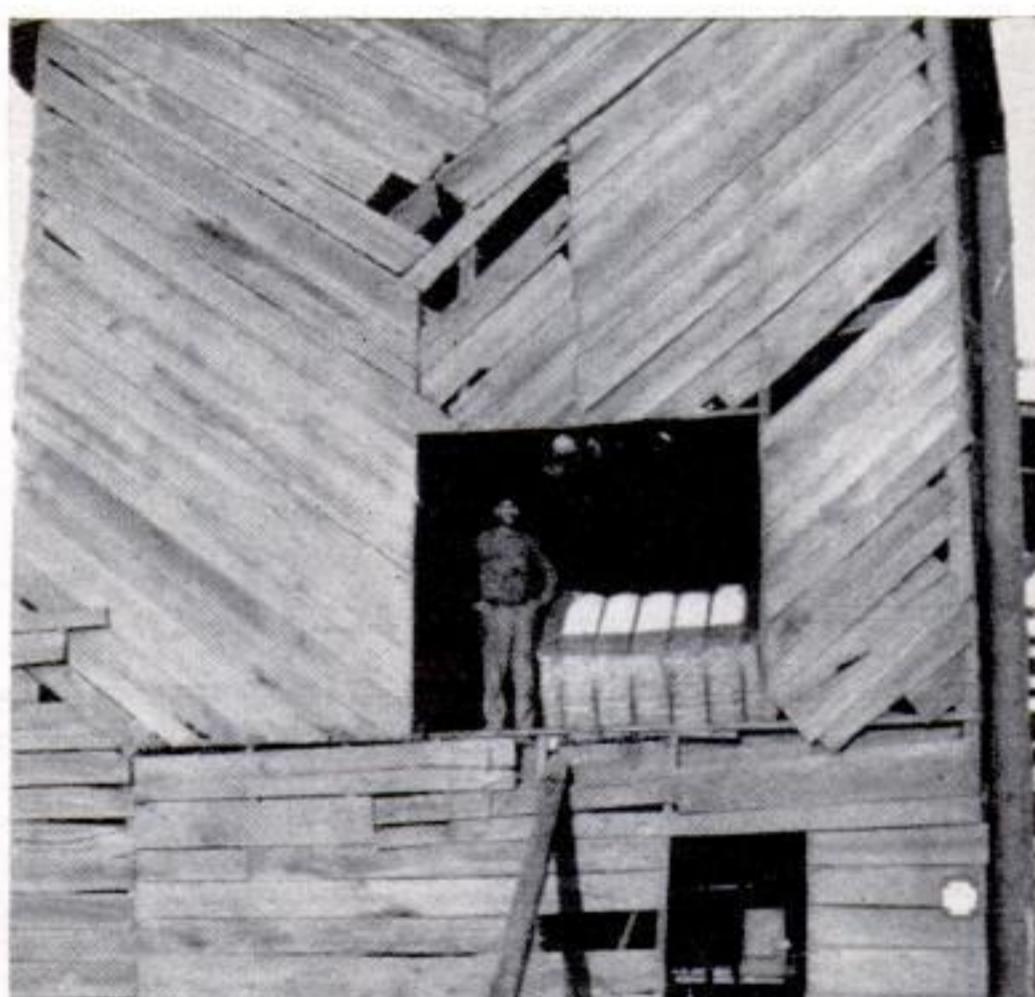
LIFE'S MAIN STREET ON A BUSY DAY



LIFE'S GENERAL STORE. OPEN BY APPOINTMENT ONLY



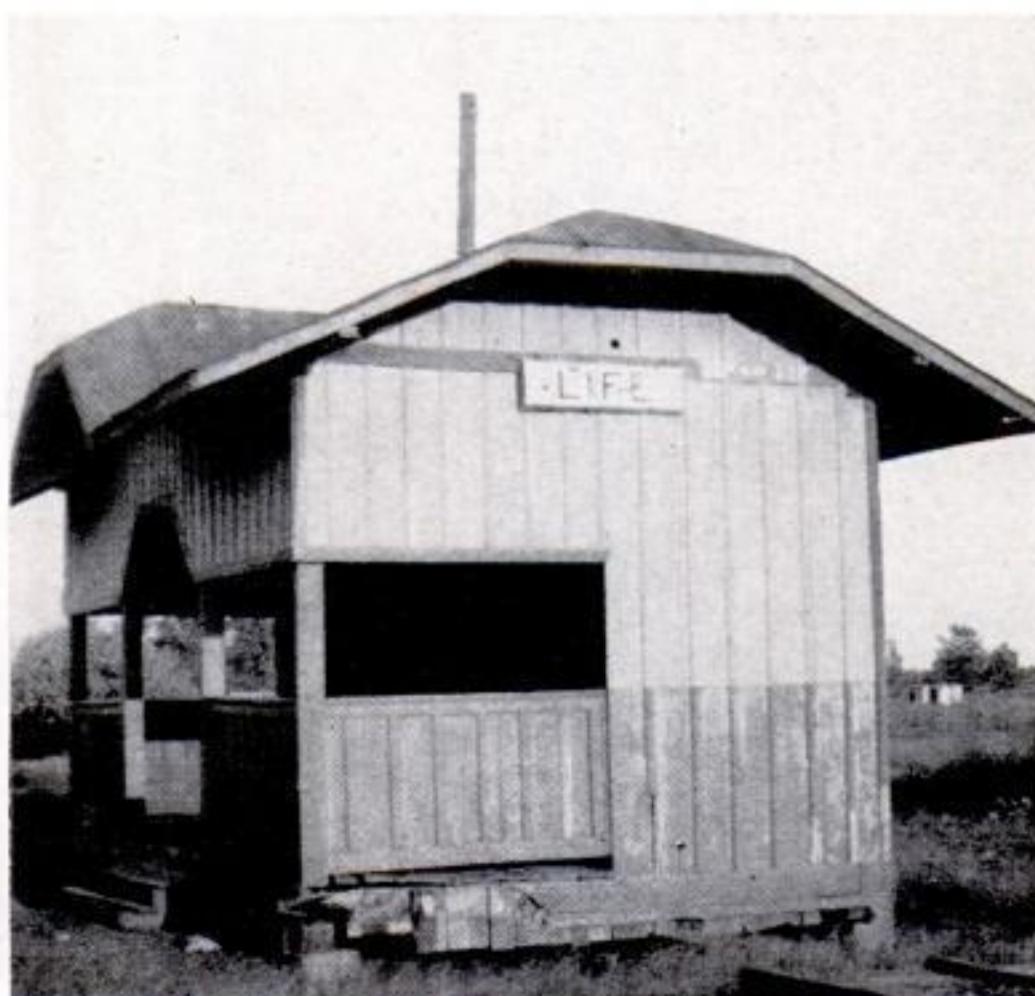
LIFE'S CONSOLIDATED SCHOOL AND CHURCH



INDUSTRY AT LIFE: A NEARBY COTTON GIN



MOST PRETENTIOUS OF LIFE'S FOUR HOUSES

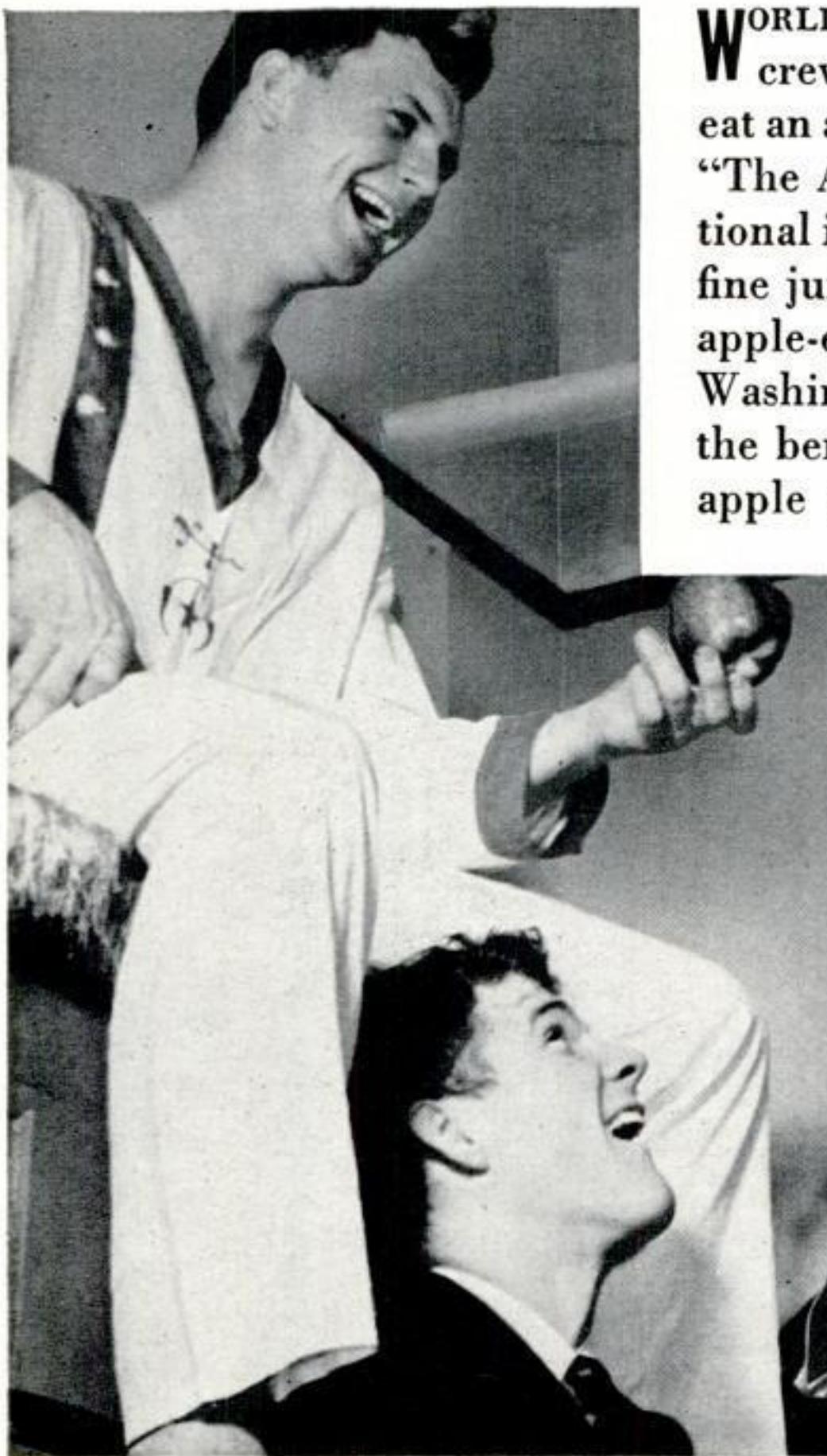


LIFE'S STATION ON THE SOUTHERN R. R.

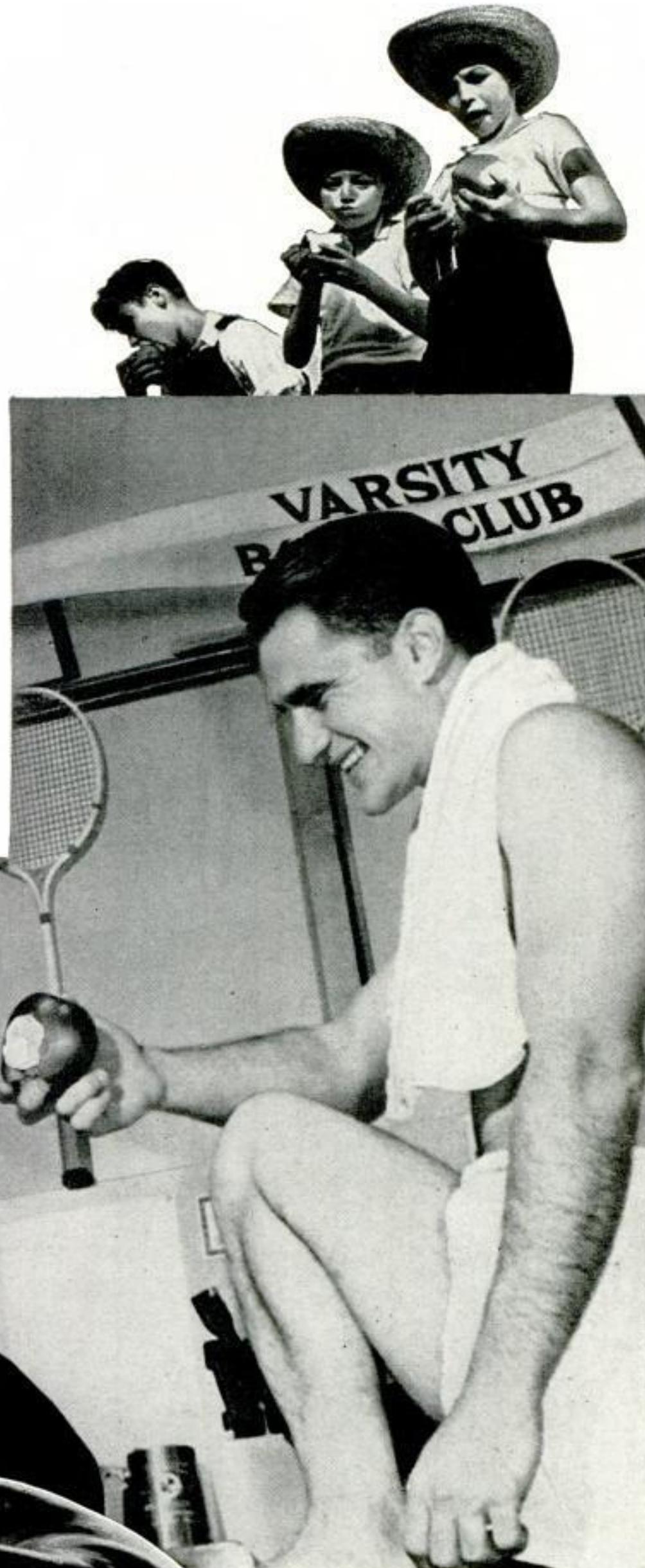
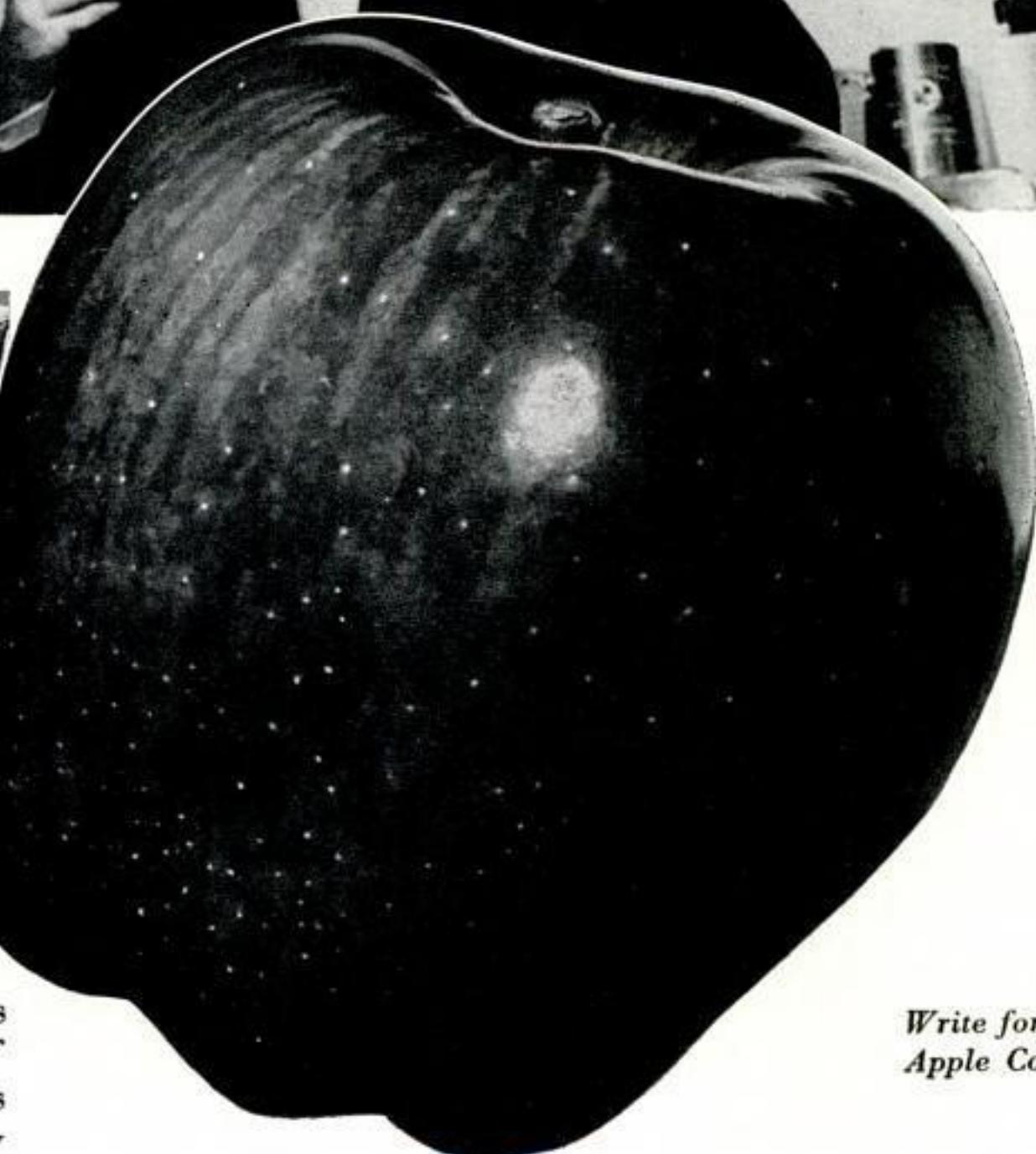
WASHINGTON INVITES NATION TO JOIN IN "THE APPLE HOUR"

(Famed bedtime habit in the state where huskies grow)

WORLD'S CHAMPIONS—these "Husky" crew men don't have to be urged to eat an apple at bedtime! Observance of "The Apple Hour" has become traditional in this state world-famous for its fine juicy apples—and for its healthy apple-eating people. Now the State of Washington invites the nation to share the benefits from a Washington State apple each night at bedtime. Try it.



The apple bowl filled with rosy-cheeked beauties from Washington offers you one of the greatest of the "protective" foods. These big, juiceful apples are among the fruits richest in *vitamin A*. They provide important *vitamin C*, *Calcium*, the tooth and bone builder. And *pectin*, which promotes normal intestinal activity. No wonder apple-loving Washington youngsters are so healthy and husky!



Flavorful varieties grown in Washington include Delicious, Winesaps, Newtowns, Jonathans, Rome Beauties. Before being packed in boxes for shipment to your city in refrigerated cars, each apple is inspected to make sure it is free from blemish, then it is thoroughly washed, and wrapped in tissue when packed. Thus your dealer gets only firm, full-flavored fruit from Washington—apples so crisp they crackle to your bite.

Write for FREE Booklet—Washington State Apple Commission, Wenatchee, Washington

WASHINGTON STATE APPLES



MIAMI

"A NEW LEASE ON LIFE"

★ Miami's latitude will brighten your attitude toward life—because it's down in America's sunswept tropics. Yet Miami is within easy reach of everyone. That's why hundreds of families will again be in "winter quarters" here from now till spring.

LIFE'S WORTH LIVING — There's health in Miami's sunshine—stimulating exercise is inevitable in Miami's outdoor living. Novel outdoor classes make schooling fun for children. Absence of heavy winter housekeeping duties leaves mothers free to enjoy Miami's complete social and recreational program. Dads, down on frequent trips, can join them for nerve-soothing golf, fishing, beaching and bathing.

NEW LEASE ON LIFE — Longer stays mean lower average costs, all-season family budgets are much the same as at home. Don't dismiss this idea with a brief "Oh that's impossible!" Investigate it thoroughly—it will mean new experiences, new thrills—a new lease on life.

★★★ First Aid in planning YOUR Miami vacation—Miami's new Official Booklets—pictures, living costs, accommodations, sports programs—and it's yours for the asking.

FREE  **Mail This Coupon**
Chamber of Commerce MIAMI, FLA.

Please send copy of the new City of Miami Official Booklet

Name _____
Address _____
City _____

PICTURES TO THE EDITORS

(continued)

DULUTH'S HARBOR

Sirs:

So LIFE's Editors have omitted the Duluth-Superior harbor from among the elite of the nation's great ports. The nerve of you fellows! Duluth is the second largest port in tonnage in America, standing second only to New York. The

area of the harbor is 19 square miles. There are 38 steamship lines handling the enormous tonnage of the navigation season which usually averages about eight months.

GEORGE F. SWEENEY

Duluth News-Tribune
Duluth, Minn.

The harbors depicted in LIFE's Merchant Marine article are salt-water ports for overseas trade. Duluth is a fresh-water port where principal tonnage is iron ore in domestic commerce.—ED.



CABIN-SEDAN

Sirs:

This final word to the home-on-wheels problem has two bedrooms, a kitchen, a dinette, plenty of luggage space, and enough buttons, levers, and swivels to delight the heart of any true gadgeteer.

Designed by Arthur S. Thompson of Ontario, Calif., this cabin-sedan has a second story that rises with the turn of a crank, forming a full-sized bed. The

kitchen, complete with icebox, sink, and stove, fits into the fishtail rear. The seats turn on swivels to face an out-of-the-wall table, or unfold to form another full-sized bed.

"I thought about it a long time," says Thompson, "and I put everything in that I thought of." And he did.

R. DeWITT MILLER
Los Angeles, Calif.



Telegram FOR Mr. Head!



To Quickly Relieve
Stopped-Up
NOSTRILS
due to colds
use

MENTHOLATUM

© 37 M. Co.  Gives
COMFORT
Daily

HANDEE
Tool of 1001 Uses

A NIFTY GIFT

For Boys from 7 to 70

A whole shop full of tools in one—for work on all metals, alloys, bone, resins, plastics, glass, stone, wood, etc. Uses 200 different accessories to grind, drill, cut, carve, sand, saw, engrave, sharpen, clean, polish, etc. Saves hours of tedious hand work. Plugs in any socket AC or DC, 110 volts.

STANDARD MODEL

A sturdy little helpmate. Weighs 1 pound. 13,000 r.p.m. \$10.75 postpaid, 3 Accessories Free.

DE LUXE MODEL

Fastest, most powerful tool of its type and weight, 12 ounces. 25,000 r.p.m. \$18.50 postpaid, 6 Accessories Free.

GET A DEMONSTRATION

at your Hardware, Department or Tool Dealer or order either Model on 10-Days, Money-Back Trial. Catalog Free.

CRAFTSMAN'S PROJECT BOOK

Easy working plans for making many interesting and unusual projects, 25c stamps or coin.

Chicago Wheel & Mfg. Co., 1104 W. Monroe St., Chicago

Send Catalog De Luxe Model
 \$10.75 Model Project Book Send C. O. D.

Name _____

Address _____

PICTURES TO THE EDITORS

(continued)

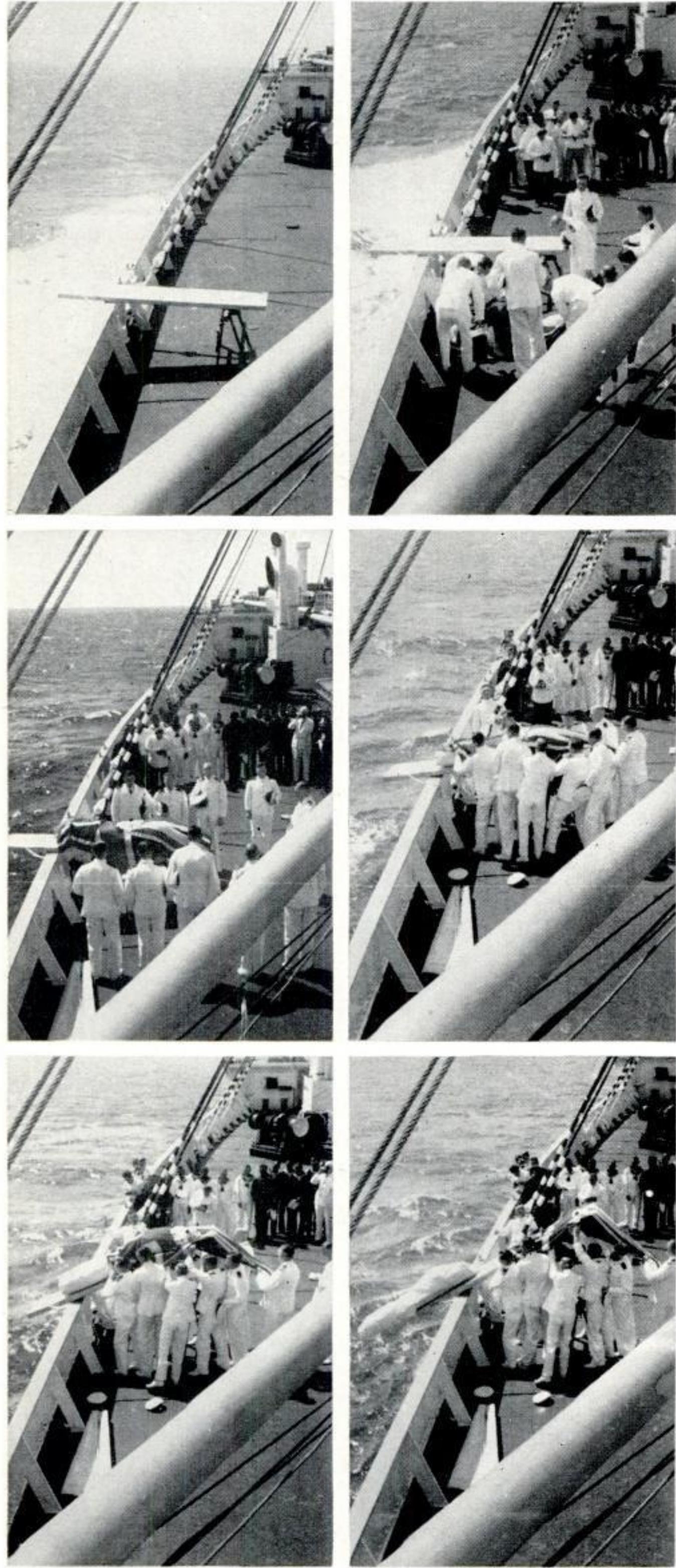
THE CAPTAIN IS BURIED AT SEA

Sirs:

I recently took some pictures on one of my trips which represent a rather unusual subject—a burial at sea, the deceased being Captain Pearson of the Furness-Prince Liner *Western Prince* on a voyage from Rio to New York.

The Captain died on Tuesday, Oct. 5, at 1:30 a. m. and was buried the same day at 2:30 p. m. These pictures were taken in sequence.

ARNOLD C. SCHUEREN
Chicago, Ill.



**“Shhhh! LOOK WHAT
SANTA CLAUS BROUGHT!”**

A doll for you, a trumpet for me—
and presents for all boys and girls
—and grown-ups too!
Your Christmas gifts will reach
friends and relatives anywhere in the
nation quickly and safely by Railway
Express—Santa's right-hand man.
Convenient, too! Your packages
are called for at your door, whisked
away for prompt, sure delivery—even
on Christmas Day.
For service or information phone any
Railway Express or Western Union
office. Ask for the attractive Christmas
labels free at all Railway Express offices.
Super-speed by Air-Express—2500
miles overnight.

**RAILWAY
EXPRESS**
AGENCY, INC.
NATION-WIDE RAIL-AIR SERVICE

For Her For Him

Alvin WATCHES

234R. 17 jewels, yellow rolled gold plate. \$27.50. (7 jewels, \$21.75.)

136. 17 jewels, 14K solid white or yellow gold. 20 diamonds. \$65.00.

580SR. 7 jewels, yellow rolled gold plate top. Alvin stainless metal back. \$19.75. (17 jewels, \$27.50.)

Quality inbuilt through nearly a century of fine watchmaking
ALVIN WATCH COMPANY
Division of A. H. Pond Co., Inc.
Syracuse, N. Y.

The ONLY Cough Drop

MEDICATED WITH THROAT-SOOTING INGREDIENTS OF VICKS VAPORUB



PICTURES TO THE EDITORS

(continued)



MOTHER WASHING

Sirs:

This picture is of a lady working over the family washtubs. She has never attained any great social heights because washwomen and housewives never have time to think of anything else.

Over a period of 50 years it is estimated that she has done more than

10,000 family washings, some weeks doing as many as 16.

If those figures aren't sufficient to establish her as the No. 1 U. S. washwoman, few will doubt that she is A 1, since she has raised a brood of nine children, one of which I am proud to be.

GLENN C. WRIGHT
Los Angeles, Calif.



DEAN GARRISON IN ACTION

Sirs:

I am enclosing a shot showing the technique used by Dean Lloyd K. Garrison, onetime chairman of the first Na-

tional Labor Relations Board, in action as he teaches corporation law at the University of Wisconsin Law School.

MAYNARD REIERSON
Certified Public Accountant
Madison, Wis.



Set of 4 Assorted \$2 Six subjects. All different.
Set of 6 Assorted \$3 Sent postpaid in handsome
Set of 12 Assorted \$5 Gift box.

ALAN'S Novelties For 20 Years
1430 N. Orleans St., Chicago, Ill.

LIFE 1937 BINDERS AT A NEW SPECIAL PRICE



HOLDS 11 ISSUES

LIFE binder \$1.00

5 for \$4.25 (a full year's issues)

PERMO Lifetime BINDERS

AMERICAN BINDER CO.
551 Fifth Avenue, New York, N. Y.

Please send me PERMO BINDERS for my 1937 copies of LIFE. I understand that if not satisfied I may return the binders to you and get my money back.

How many _____

Amount Enclosed \$ _____
(Check or money order)

Name _____

Address _____

City _____ State _____



TRY your luck and skill at this fascinating, intriguing new game. It's the big entertainment feature at gatherings of every kind. Nothing can equal it for sheer enjoyment, laughable fun. Play it at home. Let the whole family join. Try it on your friends. And get your set today, wherever toys are sold, 25c, 50c, \$1. Put 4-5-6 on your Christmas List.

Manufactured by
O. SCHOENHUT
INCORPORATED
Philadelphia, Pa.

Two Other Hits
FANTEL that tells fortunes 25c . . . and
BRODI the great game of chance \$1.50

"It's for Tommy's Mother!"

TOMMY is the envy of his pals, today. Every mind in the gang has visions of the swell desserts this new refrigerator will turn out.

Tommy's mother is envied, too. Other mothers admire its beauty, its convenience, capacity, cleanliness and economy.

More than one husband will hear about it in a domestic conference leading up to the subject of a purchase. And why not? A new refrigerator isn't going to put a dent in the family savings. Actually, it is a form of saving.

There is no extravagance in an investment of this kind, nor in the purchase of other household appliances that reduce waste and work, protect and promote health, add to human comfort and happiness.

That is why Commercial Credit Company is proud of its long time record of low-cost time payment financing. It has helped millions to buy wisely and safely out of income. It has helped build a national habit of putting available small sums to work for the good of the home and the family.

Consider the family in your future spending. Let it buy something of lasting benefit. Let Commercial Credit Company help you get it now and pay for it as you enjoy the use of it.



COMMERCIAL CREDIT COMPANY

BALTIMORE

Credit Bankers to America's Families

CONSOLIDATED RESOURCES OVER \$350,000,000

Serving

MANUFACTURERS, DISTRIBUTORS AND DEALERS THROUGH 195 OFFICES IN THE UNITED STATES AND CANADA



Joan Crawford

takes time out from her part in M-G-M's "Mannequin" to play the part of Mrs. Santa Claus... Joan Crawford has smoked Luckies for eight years, has been kind enough to tell us: "They always stay on good terms with my throat."

Tobaccoland's Finest Gift

In this season of joyful giving, when you offer friends the ever-welcome gift of cigarettes, remember two facts...

First, that among independent tobacco men, Lucky Strike has twice as many exclusive smokers as all other brands combined.

Second, that Lucky Strike not only offers the finest tobacco but also the throat protection of the exclusive process "It's Toasted".

With men who know tobacco best...

It's Luckies - 2 to 1

Copyright 1937, The American Tobacco Company